

EPA REGISTRATION NUMBER 777-101 – VOL. 4



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 10, 2018

Amanda Landolt
Senior Regulatory Associate
Reckitt Benckiser LLC d/b/a Reckitt Benckiser
Morris Corporation Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Label Notification per PRN 98-10 – Make Additions to Marketing Claims throughout the Master Label.
Product Name: ADP 10106
EPA Registration Number: 777-101
Application Date: May 11, 2018
Decision Number: 541180

Dear Ms. Landolt:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you have any questions, you may contact Srinivas Gowda at 703-308-6354 or via email at gowda.srinivas@epa.gov.

Sincerely,

Srinivas Gowda for

Jacqueline Hardy
Product Manager – Team 34
Regulatory Management Branch II
Antimicrobials Division (7510P)

Enclosure: "Notification" Stamped EPA Label

<< Front Panel >>xdxs

ACTIVE INGREDIENTS:

Triethylene Glycol 5.40%
Alkyl (50% C₁₄, 40% C₁₂, 10% C₁₆)
dimethyl benzyl ammonium saccharinate 0.05%

OTHER INGREDIENTS: 94.55%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See (back) (side) panel for additional precautionary statements.

NOTIFICATION

777-101

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

07/10/2018

(NET WT.): X OZ. (X g)
X x X OZ. (X LB. X OZ.) X g TOTAL WT.: X OZ. (X LBS. X OZ.) X kg
0.5 OZ. (14 g)
1.0 OZ. (28 g)
1.5 OZ. (42 g)
7.0 OZ. (198 g)
7.4 OZ. (209 g)
8 OZ. (226 g)
9 OZ. (255 g)
10 OZ. (283 g)
12 OZ. (340 g)
15 OZ. (425 g)
16 OZ. (454g)
18 OZ. (1 LB. 2 OZ.) (510 g)
19 OZ. (1LB. 3 OZ.) (538 g)
X OZ. (X LB. X OZ.) (X g)
Total: 20 OZ. (1 LB. 4 OZ.) 566 g

<< Front or Back Panel >>

EPA Reg. No.: 777-101

EPA Est. No.: 777-NJ-2 (Y) (YY)

13891-IN-001(Y) (YY)

61203-MA-001 (Y) (YY)

See bottom or side (for Lot/Date code)

(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)

See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

Federal regulations prohibit CFC propellants in aerosols.

Graphic Symbol (Contains no CFCs or other ozone depleting substances)

<< Back Panel >>

Questions? (symbol of telephone) (1-800-228-4722) (1-xxx-xxx-xxxx)

For ingredient (and other) information, (www.rbnainfo.com)

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)

Made in (insert country) © RB (insert year)

<< Back Panel – Optional text >>

Steel Recycling Symbol

Please recycle when empty



HEALTH-HYGIENE MONI

Company Logo (Reckitt Benckiser) (rb)

Important facts (about this product):

This can is made from an average of (xx)% recycled steel (xx% post-consumer).

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Important: For directions for use and first aid instructions in Spanish, please call {insert phone number}
Encourage your local authorities to establish a program to recycle this (can) (container).
(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>
(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>
(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>
(Licensed under) U.S. Patent Number 6,610,648 << Givaudan formula >>

Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

Disinfects, deodorizes with new fresh, clean fragrance	New and Improved (Technology) (formula)	(New) (Patented) (Technology) (formula)
New	New Fragrance	New Scent
(New) Advanced Odor Control (Formula) (Technology)	(New) Improved Odor (Elimination) (Eliminator) (Technology)	New Size
(New) Advanced Odor (Elimination) (Eliminator) (Technology)	(New) Improved Technology	(New) Ultimate Odor Eliminator
New (Advanced) (Patented) Technology	New {insert fragrance name} (scent)	

<< Product Descriptors >>

2 in 1	Disinfectant	Mildewcide
Absolutely Fresh	Disinfectant Spray	Multi-Purpose
Disinfects	Multi-Room	
Surface Sanitizer	Double Action	Multi-Surface
Dual Action	Odor Eliminator	
Surface Disinfectant	Dual Purpose	Odor Remover
Air Freshener	Duo	Odor Destroyer
All in One	Finishing Touch	Odor Buster
All Over Freshness	Fresh Air	Odor Sweeper
Antibacterial Action	Freshness Enhancer	Sanitizer
Antibacterial Spray	Fungicidal	Sanitizing Spray ^{***}
Bactericidal	Fungistat	Twin
Bactericide	Mildewcidal	Universally Fresh
Clean & Fresh (Scent)		

<< Fragrance Descriptors >>

Blissful Escape Scent	Marine Coral Scent	Summer Sunset Scent
Calm Tides Scent	MORNING DEW Scent	Sundrenched Garden Scent
(Energizing) Citrus Scent	(Rejuvenating) Morning Linen Scent	Sun-Kissed Linen Scent
Coral & Ocean Breeze Scent	Moonlight Dream Scent	Sunny Fields Scent
Coral Summer Scent	Ocean Escape Scent	Sunset Calm Scent
Crisp Linen Scent	Pacific Mist Scent	Sun Sparkle Scent
Fragrance Free	Pure Shores Scent	Warmth & Light Scent
Fresh Laundry Scent	Pure Zen Scent	WHITE BLOSSOM Scent
(Revitalizing) Fresh (Breeze) Scent		Shimmering Sunrise Scent
Wind Blown Sheets Scent		
Ginger & Green Tea Scent	Soothing Chai Scent	Zen Calm Scent
Herbal Renewal Scent	SPARKLING WATERS Scent	Zen Escape Scent
Lavender Mist (Scent)	Summer Coral Scent	

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<< Packaging Claims >>

Better Value	Limited Time (offer) (value) (bonus) (pack)	Travel Pack
Big	Multi-Pack	Travel Size
Bonus Pack	Mega Value Pack	Trial Size
Buy X Get X Free		
Club Pack	Mega Value Size	Value-Pack
Club Size	Personal Size	Value Size
Convenient Size	Purse Size	60% (Bonus) (More) (Free)
Discreet Size	Save Money By Buying Our Convenient Club Pack Size!	Up to 100 uses per can
Economy Size	Special Pack	X% (Bonus) (More) (Free)
16 oz. for the price of 10 oz.	60% (more for) free	60% bonus
16 oz. at the price of 10 oz.	6 oz. (more for) free	6 oz. bonus

(X) Box Tops for Education

Box Tops for Education and associated words and designs are trademarks of General Mills, used under (a) license.

©General Mills

Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))

See back (or) (sticker) for details (or) (rules) (or) (instructions)

See details or rules or instructions [on] [back or sticker]

Go to boxtops4education.com for details

(x) Box Tops on (back) (side) (of) (pack) (label)

(x) eBoxTops™ No Purchase Necessary see (side) (back) for details

You could win the (x) (golden) Box Tops

Enter this code online at (enter URL here) with code (x) and see if you've won

(x) prizes to win!

Worth (x) eBoxTops™

NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C. WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF BOXTOPS4EDUCATION.COM AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO BOXTOPS4EDUCATION.COM IS FREE AND AVAILABLE AT WWW.BOXTOPS4EDUCATION.COM. VOID WHERE PROHIBITED. Instant Win Game starts (x/xx/xx) at xx:xx(am)(pm) ET and ends x/xx/xx at xx:xx(am)(pm)ET. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit (enter URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Fragrance Related Claims >>

Air so (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).

Complete Freshness

Destroy odors

For a (fresher) (healthier) home

For (exceptional) (extraordinary) freshness

For freshness that lasts

(For) Long lasting freshness

(For) ultimate freshness

Fresh air

Freshness lasts

Remarkable Freshness

(Simply) Air so (fresh)(refreshed) you can smell the freshness

(Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)

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(This product) Leaves (behind) a (fresh) (light) (clean) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)
(This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance
(This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)
(This product) Leaves (no odors behind) (an odor free room)
(This product) lets you open your door to a clean and fresh smelling home.
(This product) Makes your home a fresher place to be.
Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home)
(Use this product for) Ultimate Freshness

<< Brand Claims >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors)
Helps protect your family from odor causing bacteria (with this product)
(Life Stinks:) (Neutra Air) (your odors) (it)
(This product) (is) from the makers of Lysol (brand products)

<< Formulation Claims >>

Our Best Ever (formula) (Technology)
(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them (and effectively make them odorless.)
This product contains (patented technology) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)
(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< Use Site Claims >>

Great for bathrooms!
(This product) can be used {insert USE SITES from list on page 11}
Use (this product) to temporarily reduce (the number of)(odor-causing bacteria) in your {insert USE SITES from list on Page 11}
Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert USE SITES from list on Page 11}
Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

<< Odor Removing Claims >>

2 in 1 – odor elimination (surface disinfection)
Cleans (cleanses) (your air of odors) (the air you breathe)
Clean the air with (this product)
Directly targets source of odors
Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness)
Eliminate (removes) (controls) (destroys) bacterial odors
Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria
Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on Page 11} (caused by odor-causing bacteria)
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on Page 11} unlike air fresheners (that) (which) only mask odors (temporarily).
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around)(such as) {insert ODORS from list on Page 11}. {insert list of ROOMS from the USE SITES list on Page 11}
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily.
Eliminate tough odors such as bathroom odors, pet odors, smoke and food odors
Eradicate odors.
Freshens (the)(your) air (of) (bacteria) (&)(and) (their odors)
Get odors out with (this product)

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Kills (99.9%) of odor-causing bacteria
Kills (99.9% of) (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)
Kills (eliminates) (reduces) (controls) {list of ODDRS from list on Page 11} (odors) (caused by) odor-causing bacteria.
Leaves no odors behind
(This product) (...) air so clean you can smell the freshness
Odor (eliminator) (elimination)
Odor fighter
Safe (to) (for) use on (the following surface material(s):) {Insert surface materials from Section titled "Surface Types: (~ Non-Medical or Fixture)" on Page 11}
Solve odor problems at the source (with this product)
Targets odor causing bacteria for long lasting freshness
(This product) cleans the air we breathe
(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).
(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).
(This product) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)
(This product) eliminates odors by (removing)(killing) (controlling) odor causing bacteria
(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.
(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) {insert ODORS from list on Page 11}
Ultimate odor eliminator
Unlike air fresheners that only mask odors temporarily, this product destroys odors in the air and kills 99.9% of odor-causing bacteria at the source***, so odors do not come back
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness
Unlike air fresheners, which only mask odors temporarily, (this product) eliminates {insert ODORS from list on Page 11}.
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list on Page 11}
(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
Works to eliminates odors.
(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (bacteria) (such as) (around) {insert ODORS from list on Page 11}
(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on Page 11}
It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria)
(This product) refreshes the air (you breathe)

<< **Bacterial Claims** >>

Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria (at (their) (the) source).
(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors) (at (their) (the) source).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria (and eliminates their odors).
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing bacteria (at (their) (the) source).
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria (at (their) (the) source) – unlike air fresheners, which only mask odors.
(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on Page 11} (in the air) (at (their) (the) source)

<< **Temporarily Action Claims** >>

Temporarily reduces odor-causing bacteria (at (their) (the) source).
(This product) (Helps) (temporarily reduce) the number of odor causing bacteria (in (virtually) any room) ({insert ROOM from USE SITES list on Page 11}) (to leave your home smelling clean and fresh) (at (their) (the) source)

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(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants
(This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (odor-causing bacteria (at (their) (the) source))
(This product) temporarily (reduces) (Removes) (Sweeps away) odors from {insert ODORS from list on Page 11}
(Use) (With) (This product) (helps) (Temporarily) (reduce) (the number of) (odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying odors) (temporarily reducing) (sweeping away) (odors) (temporarily reducing odor-causing bacteria) (temporarily reducing odor causing bacteria) (at (their) (the) source) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Sanitizing – Hard non-porous, non-food contact surface claims >>

(front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in {insert USE SITES from list on Page 11})
Fast Acting (Sanitizer)
Great for use as a non-food contact surface sanitizer in {insert USE SITES from list on Page 11}.
Kills (Destroys) (Eliminates) 99.9% of bacteria*** on hard, non-porous surfaces
Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 10 seconds.***
Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 10 seconds.***
Kills 99.9% (of) (household) bacteria in (10 seconds) on hard, non-porous surfaces.***
Leaves (household) surfaces sanitized
(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria*** and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)
Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (10 seconds).
Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 10 seconds.
Sanitizer (Sanitizes)
10 seconds is all it takes to kill 99.9% of bacteria.***

(back panel qualifier)

***Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 10 seconds.

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

Air freshener that Kills odor causing bacteria*

An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.

(Controls)(Kills) odor-causing (germs**) (bacteria*)

Controls kitchen odors caused by bacteria*.

Controls pet odors caused by (bacteria*) (fungi).

Controls the flu virus (on hard non-porous surfaces)

Deodorizes by killing (many) (bacteria*) (germs**) (fungi) that cause odors. (ordinary non-germicidal sprays can't do this)

Disinfection Control (Formula)

Disinfects {insert 'A – B' organisms from list on Page 10} on hard non-porous surfaces.

Disinfects hard non-porous (food) (non-food) contact surfaces (in {insert USE SITES from list on Page 11})

Disinfects ({insert USE SITES from list on Page 11}) (and) ({insert USE SURFACES from list on Page 11})

Disinfects and deodorizes by killing common (household) germs** and controlling their odors.

Disinfects (sanitizes) and deodorizes by killing common (household) bacteria* and controlling their odors.

Dries quick, kills (germs**)

Effective against (bacteria*) (fungi)(virus*)(germs**): {insert 'A – B' organisms from list on Page 10}

Eliminate odors at the source and in the air

Eliminates odors at their source

Eliminates (germs**) (and) (odors) on hard non porous surfaces that you come into contact with everyday.

Eliminates (removes) odors (caused by) (bacteria*)(germs**) (mildew)

Eliminates (Removes) (bacteria*) (fungi*) (viruses*) (germs**) from {insert USE SURFACES from list on Page 11}

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Fights germs and odors
Fights the Flu Virus[†] (on hard non-porous surfaces)
Flu Virus[†] Control (on hard non-porous surfaces)
(For use in) (homes) (as a) (disinfectant)
Freshens air and Kills bacteria* (disclaimer* on hard non-porous surfaces)
Gets rid of odors by killing the germs** (that cause them)
Gets to the heart of odors
Great for spot disinfection – target performance
Helps prevent the build-up of odors by killing odor-causing bacteria* (on hard non-porous food contact surfaces)
Keeps (controlling) (killing) odor-causing germs (bacteria*).
Keeps (eliminating)(controlling)(killing) odor-causing germs**.
Keeps on (controlling) (killing)odor causing germs**.
Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs**) that cause odor.
Kills (disinfects) against (insert 'A – B– C' organism from list on Page 10)
Kills 99.9% of germs** and odor causing bacteria
Kills 99.9% of germs** and odor causing bacteria so odors do not come back
Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)
Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source
Kills germs**, helps your house (home) smell cleaner
Kills germs** (whenever) (where-ever) you need it
Kills (Eliminates) (Destroys) bacteria at its source and Freshens air
Kills (household) (kitchen) germs**
Kills Influenza A (Flu virus)
Kills (kitchen)(household)(bathroom)(germs**)(bacteria*)(fungi)
Kills more than 99.9% of bacteria* and viruses[†]
Kills (most) Household germs**
Kills the (Influenza) (flu) virus[†]
Kills (the following) (household) (kitchen) (germs**)(bacteria)(viruses[†])(fungi): (insert 'A – B– C' organisms from list on Page 10) (in 5 (10) minutes)
Kills (bacteria*)(germs**)
Prevents the growth of mold and mildew (on) (in) {insert USE SURFACES from list on Page 11} {insert USE SITES from list on Page 11}
On hard, non-porous, non-food contact surfaces this product kills the following (bacteria*)(virus[†])(fungi)(germs**): {insert 'A – B' organisms from list on Page 10}
Surface Disinfectant
(This product) (controls) (kills) the (germs**), (bacteria*) that cause unpleasant odors (at the source).
(This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
(This product) (disinfects) (and) (sanitizes) the following surfaces {insert use surface from list on Page 11}
(This product) (disinfects) (and) (sanitizes) (in) (the following areas) {insert USE SITES from list on Page 11}
(This product) (eliminates) (kills) germs** on surfaces and (removes) odors in the air
(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.
(This product) kills {insert 'A – B' organisms from list on Page 10} (in 10 minutes)
(This product) kills the germs** that cause (bad) odors

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format Cont. >>

(This product) kills bacteria* on environmental surfaces in your home and in public places.
(This product) kills (the following virus[†]) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes)
(This product) prevents odors at their source caused by (germs**), (bacteria*)
Treats, does not cover up
Use this product (in) (under) (around) (on) {insert use site from list on Page 11}
Use this product (on) {insert USE SURFACES from list on Page 11}

Kills 99.9% of (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on Page 11} {insert USE SITES from list on Page 11}
Kills 99.9% of germs** and odor causing bacteria* (on hard surfaces)
Kills 99.9% of odor causing (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on Page 11} {insert USE SITES from list on Page 11}

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)

* (This product) (kills 99.9% of) ((Methicillin Resistant) *Staphylococcus aureus*), (*Staphylococcus aureus* (Staph)), (*Salmonella enterica* (*Salmonella*)), (*Pseudomonas fluorescens*), (*Escherichia coli* (*E. coli*)) (O157:H7), (*Proteus mirabilis*) (on hard, non-porous surfaces in 10 minutes)

** (This product) (kills 99.9% of) (*Staphylococcus aureus*) (*Salmonella enterica*) (*Pseudomonas fluorescens*) (*Escherichia coli*) (*Escherichia coli* O157:H7) (*Proteus mirabilis*) and (Influenza A) (*Candida albicans*) (on hard, non-porous surfaces in 10 minutes)

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "X" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

<< Back Panel - Use directions **IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable** >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Preclean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 10 seconds and allow to air dry.

To Disinfect: Let stand for (ten) (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous Surfaces): Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< **Advisory Statements** >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics.
Does not harm most (bathroom) (restroom) surfaces.
For other surfaces, spot test in an inconspicuous area.
Do not use on utensils, glasses and dishes.

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "X" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

- << A. 10-min Disinfection against Bacteria >> (Methicillin Resistant) *Staphylococcus aureus* (Staph) (MRSA) (ATCC # 33592)
Staphylococcus aureus (Staph) (ATCC # 6538)
Salmonella enterica (Salmonella) (ATCC # 10708)
Pseudomonas fluorescens (ATCC # 6972)
Escherichia coli (E. coli) (O157:H7) (ATCC # 43888)
Proteus mirabilis (ATCC # 25933)
- << B. 5 Min. Disinfection against Virus >> Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong)
- << C. 10 Min. Disinfection against Fungi >> *Candida albicans* (ATCC # 10231)
- << D. Fungistatic against Fungi >> *Aspergillus niger* (mold & mildew) (ATCC # 6275)
- << E. *** 10 second Sanitization against Bacteria >> *Enterobacter aerogenes* (ATCC # 13048)
Staphylococcus aureus (Staphylococcus) (ATCC # 6538)

Symbol Designation – sued on product labels:

Single asterisk (*) bacteria*	used for identifying disinfection against specific bacteria
Dagger (†) viruses†	used for identifying disinfection against specific viruses.
Double asterisk(**) germs**	used for identifying disinfection against specific bacteria and virus and fungi.
Triple asterisk (***) sanitizes***	used for claims of sanitization

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

<< Back Panel >>

<< Surface / Use Site / Odors - May be listed on product label in plural form >>

Hard, Non-porous Surfaces: (Graphic – depicting surface)

Bathroom surfaces	Dish Racks	Marble (Synthetic)	Sealed Granite
Bed Frame	Door Knob (handle)	Marlite	Shower (Stall) (Area)
Bed Springs	Dressing carts	Metal [^]	Shower (curtain)(plastic)(liner)
Bidet	Drinking Fountains	Metal Blinds	Sinks (basin)
Brass	Enamel	Microwave (oven) exteriors	sealed Slate
Cat litter boxes	Faucets	Mirror	Sports equipment
Cement	Fixtures	No wax floors	Stainless Steel [^]
Chrome [^]	garbage (cans) (pails)	(non-wood) Cabinets	Table (tabletops)
clean-up carts	Glass	Non-wood chairs	glazed Terra Cotta
sealed Concrete	Glass-topped Furniture	(non-wood) Highchair	Tin
Copper	Glazed ceramic tile	(non-wood) (Kitchen)	Telephones
Counter (Countertop)	Glazed Porcelain	(Non-wood) Outdoor	Toilet (Seats) (areas)
Crystal	sealed Groute	(patio) Furniture	(Toilet) (Urinal) Exteriors
Cuspidors	Hard non-porous surfaces	Plastic (mattress covers)	Under sinks
Desk	(Household) tools	Porcelain (tile)	Vinyl (tile)
(Diaper) changing	Laminate (surfaces)	Portable Toilet	Washable Wall
(Counters) (tables)	Lamps	Recycling bins	Wheelchairs
Diaper Pails	Linen carts	Refrigerators (exteriors)	Windows (windowsills)
Dish Pails	Marble (Cultured)	(Resilient)(ceramic)Floor	

[^]Non-Medical or Fixtures

Hard, Non-porous Use Sites:

(Graphic – depicting use site)

All around the	Car	(Home) Workshop	Pet (sleeping) (areas)
(house) (home)(office)	Closets	Kid's room	Playroom
Attic	(damp) Storage Area / Room	Kitchen	Sunroom
Automobile	Den / Study	Laundry Room	Supermarket (grocery store)
Baby's room	Dining Room	litter box(es)	Tool Shed
(musty) Basement	Dorm	Living Room	Vacation home
Bathroom	Family Room	lockers	Vehicles
Bedroom	Garage	Mobile Home	Virtually any
Boat	Home / House	Mud Room	area of the (home) (office)
Camper	Home office	Nursery	

ODORS

bacterial (odors)	garbage (can) (pail) (odors)	non-bacterial (odors)
basement (odors)	kitchen (odors)	pet (sleeping area) (odors)
bathroom (odors)	(family) (pet) (dog) (cat) (odors)	sick room (odors)
cat litter (odors)	food (odors)	smell(y) (odors)
cigar (smoke) (odors)	laundry (room) (basket) (odors)	smoke (odors)
cigarette (smoke) (odors)	litter box (odors)	stink(y) (odors)
cooking (odors)	mildew (odors)	tobacco (smoke) (odors)
(dirty) diaper (pail) (odors)	mold (odors)	toilet (odors)

Surface Types: (~ Non-Medical or Fixture)

Brass	Glass	Marble (Synthetic)
Cement	Glazed ceramic tile	Marlite
Chrome [^]	Glazed Porcelain	Metal [^]
Sealed concrete	sealed Groute	Porcelain
Copper	Marble (Cultured)	Sealed Granite
Enamel		sealed Slate
		Stainless Steel [^]
		Glazed Terra Cotta
		Tin
		Vinyl

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals
CAUTION: Do not spray directly in eyes.

FIRST AID	
If in eyes:	<ul style="list-style-type: none">Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722 (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

<< Storage and Disposal language >>

STORAGE AND DISPOSAL:

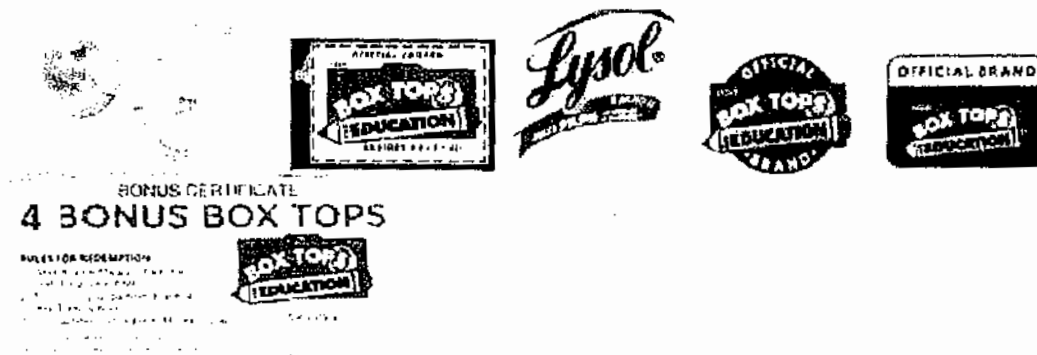
Do not contaminate water, food, or feed by storage or disposal.

Pesticide Storage: Store in original container in areas inaccessible to children. Keep securely closed.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling: Do Not Puncture or Incinerate! If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

<< Optional Images >>



[Note to reviewer: The following text is associated with the image above: "BONUS CERTIFICATE"

"(X) Bonus Box Tops" "Rules for Redemption"

- 1) Save this certificate - it's extra cash for your school!
- 2) Turn in to your participating K-8 Box Tops school.
- 3) Your school can redeem it to earn \$x.xx

This certificate expires xx/yy/zz. No photocopies or other reproduction will be accepted. Bonus Certificates may not be sold, exchanged or traded and can only be redeemed by an accredited K-8 school registered in the Box Tops for Education Program. ¶

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A - Z.



May 11, 2018

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Antimicrobials Division (7510P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Ms. Jacqueline Hardy, PM-34

Reference: Notification
Product Name: ADP 10106
EPA Registration Number: 777-101

Dear Ms. Hardy:

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to make additions to Marketing claims throughout the master label.

To support this notification, the following documentation is included:

- Form 8570-1
- Highlighted and Clean copies of the Master Label

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2647 or via email at rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amanda Landolt".

Amanda Landolt
Senior Regulatory Associate
Reckitt Benckiser

Encl.

**EPA**

United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier
Number

Application for Pesticide - Section I

1. Company/Product Number 777-101	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ADP10106	PM# # 34	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC d/b/a Reckitt Benckiser Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input type="checkbox"/> Notification - Explain below.	<input checked="" type="checkbox"/> Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to make additions to Marketing claims throughout the Master label

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46 this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III**1. Material This Product Will Be Packaged In:**

Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt. _____ No. per container _____	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. _____ No. per container _____	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
--	---	--	---

***Certification must
be submitted (on file)**

3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container various	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Other _____ <input type="checkbox"/> Stenciled		

Section - IV**1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)**

Name Amanda Landolt	Title Senior Regulatory Associate	Telephone No. (Include Area Code) 973-404-2647
------------------------	--------------------------------------	---

Certification

I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

2. Signature: 	3. Title: Senior Regulatory Associate
4. Typed Name: Amanda Landolt	5. Date: May 11, 2018

6. Date Application
Received
(Stamped)

DOCUMENTUM

S: 1007225 Milestone Email

Regulatory Type: Product Registration - Section 3

Application Type: Notification

Company: 777 RECKITT BENCKISER LLC.

Risk Manager: Antimicrobials Division, Risk Management Team 34

Product #: 777-101 Product Name: ADP 10106

Me Too
Section3:

Me Too Product
Name:

Application Date: 19-Jun-2017

OPP Rec'd Date: 07-Aug-2017

Front End Date: 07-Aug-2017

Risk Manager Send Date: 08-Aug-2017

FFS Due Date:

Negotiated Due Date:

OPP Target Date:

Receipt Description:

NON NOTIF IN ACCORDANCE WITH PR NOTICE 98-10: MASTER LABEL
ENCLOSED

Fee For Service:

☐ Yes ☒ No

Print Letter

Enter More Information

Tracking

Receipt Content	Des
Paper Label	
<	>

View/Edit

332

S. G. G. G.

June 19, 2017

Document Processing Desk (NON-NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Jacqueline Hardy, PM-34

Reference: Non-Notification
Product Name: ADP 10106
EPA Registration Number: 777-101

Dear Ms. Hardy:

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a non-notification in accordance with PR Notice 98-10 to add additional EPA establishment language to page one of the enclosed Master label for ADP 10106, EPA Reg. No. 777-101. No other changes have been made to the enclosed label.

In order to support this non-notification, the following documentation is included:

- EPA Form 8570-1
- Highlighted version of the Master Label
- Clean copy of the Master Label

If there is any other information that the agency needs to complete this submission, please feel free to contact Arjun Channi at 973-404-2975, or rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,



Jennifer De Carlo
Senior Regulatory Associate
Reckitt Benckiser
Encl.

**EPA**

United States
Environmental Protection Agency
 Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier
 Number

Application for Pesticide - Section I

1. Company/Product Number 777-101	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ADP 10106	PM# # 34	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input type="checkbox"/> Notification - Explain below.	<input checked="" type="checkbox"/> Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Add additional EPA establishment language to page one of the enclosed label.

This non-notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this non-notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged in:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	
*Certification must be submitted (on file)		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container
				<input type="checkbox"/> Glass	
				<input type="checkbox"/> Paper	
				<input type="checkbox"/> Other (Specify)	
3. Location of Net Contents Information <input type="checkbox"/> Label <input checked="" type="checkbox"/> Container		4. Size(s) Retail Container various		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product		<input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input checked="" type="checkbox"/> Stenciled <input type="checkbox"/> Other _____			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)					
Name Arjun Channi		Title Senior Regulatory Associate		Telephone No. (include Area Code) 973-404-2975	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.					6. Date Application Received (Stamped)
2. Signature: 		3. Title: Jennifer DeCarlo			
4. Typed Name: Jennifer DeCarlo		5. Date: June 19, 2017			

<< Front Panel >>

ACTIVE INGREDIENTS:

Triethylene Glycol	5.40%
Alkyl (50% C ₁₄ , 40% C ₁₂ , 10% C ₁₆) dimethyl benzyl ammonium saccharinate	0.05%
OTHER INGREDIENTS:	94.55%
TOTAL:	100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See (back) (side) panel for additional precautionary statements.

(NET WT.): 0.5 OZ. (14 g)
1.0 OZ. (28 g)
1.5 OZ. (42 g)
7.0 OZ. (198 g)
7.4 OZ. (209 g)
8 OZ. (226 g)
9 OZ. (255 g)
10 OZ. (283 g)
12 OZ. (340 g)
15 OZ. (425 g)
16 OZ. (454g)
18 OZ. (1 LB. 2 OZ.) (510 g)
19 OZ. (1LB. 3 OZ.) (538 g)
X OZ. (X LB. X OZ.) (X g)
Total: 20 OZ. (1 LB. 4 OZ.) 566 g

<< Front or Back Panel >>

EPA Reg. No.: 777-101
EPA Est. No.: 777-NJ-2 (Y) (YY)
13891-IN-001(Y) (YY)
61203-MA-001 (Y) (YY)
69209-MA-001 (Y) (YY)
68058-IL-001 (Y) (YY)
11525-IL-1 (Y) (YY)
54487-GA-1 (Y) (YY)
075371-IN-001 (Y) (YY)
075371-IN-003 (Y) (YY)
8251-WI-005 (Y) (YY)
09019-OH-001 (Y) (YY)
09019-OH-002 (Y) (YY)
312-WI-3 (Y) (YY)
58996-MO-1 (Y) (YY)
74291-MO-001 (Y) (YY)
082206-NY-003 (Y) (YY)
38654-NJ-001 (Y) (YY)
38654-PA-001 (Y) (YY)
70424-CAN-001 (Y) (YY)
777-PA-001 (Y) (YY)
777-MO-001 (Y) (YY)
777-MO-2 (Y) (YY)
777-CA-001 (Y) (YY)
475-PA-001 (Y) (YY)
777-GA-001 (Y) (YY)
50757-WI-1 (Y) (YY)

See bottom or side (for Lot/Date code)

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)
See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)
Federal regulations prohibit CFC propellants in aerosols.
Graphic Symbol (Contains no CFCs or other ozone depleting substances)

<< Back Panel >>

Questions? (symbol of telephone) (1-800-228-4722) (1-xxx-xxx-xxxx)
For ingredient (and other) information, (www.rbnainfo.com)
Distributed by: Reckitt Benckiser, Parsippany, NJ 07054-(xxxx)
Made in {insert country} © RB {insert year}

<< Back Panel – Optional text >>

Steel Recycling Symbol
Please recycle when empty



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb)

Important facts (about this product):

This can is made from an average of (xx)% recycled steel (xx% post-consumer).

Important: For directions for use and first aid instructions in Spanish, please call {insert phone number}

Encourage your local authorities to establish a program to recycle this (can) (container).

(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>

(Licensed under) U.S. Patent Number 6,610,648 << Glivaudan formula >>

Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

Disinfects, deodorizes with new fresh, clean fragrance	New and Improved (Technology) (formula)	(New) (Patented) (Technology) (formula)
New	New Fragrance	New Scent
(New) Advanced Odor Control (Formula) (Technology)	(New) Improved Odor (Elimination) (Eliminator) (Technology)	New Size
(New) Advanced Odor (Elimination) (Eliminator) (Technology)	(New) Improved Technology	(New) Ultimate Odor Eliminator
New (Advanced) (Patented) Technology	New {insert fragrance name} (scent)	

<< Product Descriptors >>

2 in 1	Disinfectant	Mildewcide
Absolutely Fresh	Disinfectant Spray	Multi-Purpose
Air + Surface	Disinfects	Multi-Room
Air and Surface Sanitizer	Double Action	Multi-Surface
Air Sanitizer	Dual Action	Odor Eliminator
Air Sanitizer & Surface Disinfectant	Dual Purpose	Odor Remover
Air Treatment	Duo	Odor Destroyer
All in One	Finishing Touch	Odor Buster
All Over Freshness	Fresh Air	Odor Sweeper
Antibacterial Action	Freshness Enhancer	Sanitizer
Antibacterial Spray	Fungicidal	Sanitizing Spray

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Bactericidal
Bactericide
Clean & Fresh (Scent)

Fungistat
Mildewcidal

Twin
Universally Fresh

<< Fragrance Descriptors >>

Blissful Escape Scent
Calming Tides Scent
(Energizing) Citrus Scent

Marine Coral Scent
MORNING DEW Scent
(Rejuvenating) Morning Linen
Scent

Summer Sunset Scent
Sundrenched Garden Scent
Sun-Kissed Linen Scent

Coral & Ocean Breeze Scent
Coral Summer Scent
Crisp Linen Scent
Fragrance Free
Fresh Laundry Scent
(Revitalizing) Fresh (Breeze) Scent
Wind Blown Sheets Scent
Ginger & Green Tea Scent
Herbal Renewal Scent
Lavender Mist (Scent)

Moonlight Dream Scent
Ocean Escape Scent
Pacific Mist Scent
Pure Shores Scent
Pure Zen Scent

Sunny Fields Scent
Sunset Calm Scent
Sun Sparkle Scent
Warmth & Light Scent
WHITE BLOSSOM Scent
Shimmering Sunrise Scent

Soothing Chai Scent
SPARKLING WATERS Scent
Summer Coral Scent

Zen Calm Scent
Zen Escape Scent

<< Packaging Claims >>

Better Value
Big
Bonus Pack
Buy X Get X Free
Club Pack
Club Size
Convenient Size
Discreet Size

Limited Time (offer) (value) (bonus) (pack)
Multi-Pack
Mega Value Pack

Mega Value Size
Personal Size
Purse Size
Save Money By Buying Our Convenient
Club Pack Size!

Travel Pack
Travel Size
Trial Size

Value-Pack
Value Size
60% (Bonus) (More) (Free)
Up to 100 uses per can

Economy Size
16 oz. for the price of 10 oz.
16 oz. at the price of 10 oz.

Special Pack
60% (more for) free
6 oz. (more for) free

X% (Bonus) (More) (Free)
60% bonus
6 oz. bonus

(X) Box Tops for Education

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See back (or) (sticker) for details (or) (rules) (or) (instructions)

See details or rules or instructions [on] [back or sticker]

Go to boxtops4education.com for details

(x) Box Tops on (back) (side) (of) (pack) (label)

(x) eBoxTops™ No Purchase Necessary see (side) (back) for details

You could win the (x) (golden) Box Tops

Enter this code online at (enter URL here) with code (x) and see if you've won

(x) prizes to win!

Worth (x) eBoxTops™

NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C. WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF [BOXTOPS4EDUCATION.COM](http://boxtops4education.com) AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO

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<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Fragrance Related Claims >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).

Complete Freshness

Destroy odors

For a (fresher) (healthier) home

For (exceptional) (extraordinary) freshness

For freshness that lasts

(For) Long lasting freshness

(For) ultimate freshness

Fresh air

Freshness lasts

Remarkable Freshness

(Simply) Air so clean you can smell the freshness

(Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)

(This product) Leaves (behind) a (fresh) (light) (clean) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)

(This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance

(This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)

(This product) Leaves (no odors behind) (an odor free room)

(This product) lets you open your door to a clean and fresh smelling home.

(This product) Makes your home a fresher place to be.

Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home)

(Use this product for) Ultimate Freshness

<< Brand Claims >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors caused by bacteria in the air) (odors caused by airborne bacteria)

Because it's from (the makers of) Lysol, you can trust it (to temporarily reduce airborne bacteria) (to temporarily reduce bacteria in the air).

Helps protect your family from odor causing bacteria (with this product)

(Life Stinks:) (Neutra Air) (your odors) (it)

(This product) (is) from the makers of Lysol (brand products)

<< Formulation Claims >>

Our Best Ever (formula) (Technology)

(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them (and effectively make them odorless.)

This product contains (patented technology) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)

(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< Use Site Claims >>

Great for bathrooms!

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(This product) can be used {insert USE SITES from list on page 11}
Use (this product) to temporarily reduce (the number of) (odor-causing bacteria) in your {insert USE SITES from list on Page 11}
Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert USE SITES from list on Page 11}
Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

<< Odor Removing Claims >>

3 in 1 – odor elimination (air sanitization) (surface disinfection)
Cleans (cleanses) (your air of odors) (the air you breathe)
Clean the air with (this product)
Directly targets source of odors
Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness) (and in the air)
Eliminate (removes) (controls) (destroys) bacterial odors (in the air)
Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria (in the air)
Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on Page 11} (caused by odor-causing bacteria)
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on Page 11} unlike air fresheners (that) (which) only mask odors (temporarily).
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around) (such as) {insert ODORS from list on Page 11}. {insert list of ROOMS from the USE SITES list on Page 11}
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily.
Eliminate tough odors such as bathroom odors, pet odors, smoke and food odors
Eradicate odors.
Get odors out with (this product)
Kills (99.9%) of odor-causing bacteria
Kills (99.9%) of (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh, scent) (for a fresher home)
Kills (eliminates) (reduces) (controls) {list of ODORS from list on Page 11} (odors) (caused by) (airborne) odor-causing bacteria.
Leaves no odors behind
(This product) (...) air so clean you can smell the freshness
Odor (eliminator) (elimination)
Odor fighter
Safe (to) (for) use on (the following surface material(s):) {Insert surface materials from Section titled "Surface Types: (~ Non-Medical or Fixture)" on Page 11}
Solve odor problems at the source (with this product)
Targets odor causing bacteria for long lasting freshness
(This product) cleans the air we breathe
(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).
(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).
(This product) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)
(This product) eliminates odors by (removing) (killing) (controlling) odor causing bacteria (in the air)
(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.
(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) {insert ODORS from list on Page 11}
Ultimate odor eliminator
Unlike air fresheners that only mask odors temporarily, this product destroys odors in the air and kills 99.9% of odor-causing bacteria at the source, so odors do not come back
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness
Unlike air fresheners, which only mask odors temporarily, (this product) eliminates {insert ODORS from list on Page 11}.
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list on Page 11}

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(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
Works to eliminates odors.

<< Bacterial Claims >>

(This product) Clean(s) (cleanse) your air of bacteria and their (bad) (odors) (smells) (stinks)
Keeps odors away by (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.
Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria in the air.
(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors)
(This product) (controls) (kills) (eliminates) (destroys) odor-causing airborne bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) airborne odor-causing bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) (kills) (destroys) (controls) (reduces) (eliminates) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (controls) (destroys) (eliminates) (reduces) (Removes) odor causing airborne bacteria (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria in the air – unlike air fresheners, which only mask odors.
(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on Page 11} (in the air)
(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list on Page 11}
(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on Page 11}

<< Air Sanitizing Claims >>

It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria) (airborne bacteria)
(This product) (Cleans) (Sanitizes) the air (you breathe) (from odor-causing bacteria)
(This product) (Cleans) (Sanitizes) the air by temporarily (reducing) (removing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)
(This product) refreshes the air
Sanitizes the air (you breathe) (in your home)

<< Temporarily Action Claims >>

Temporarily reduces odor-causing (airborne) bacteria in the air
(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in virtually any room (to leave your home smelling clean and fresh)
(This product) (Helps) (temporarily reduce) the number of airborne odor-causing bacteria (in any room) {insert ROOM from USE SITES list on Page 11}
(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants
(This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (airborne bacteria) (odor-causing bacteria in the air) (odor causing bacteria in the air)
(This product) temporarily (reduces) (Removes) (Sweeps away) odor causing bacteria from {insert ODORS from list on Page 11}
(Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying)

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odors) (temporarily reducing) (sweeping away) (odors) (temporarily reducing airborne odor-causing bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Sanitizing – Hard non-porous, non-food contact surface claims >>

(front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in {insert USE SITES from list on Page 11})

Fast Acting (Sanitizer)

Great for use as a non-food contact surface sanitizer in {insert USE SITES from list on Page 11}.

Kills (Destroys) (Eliminates) 99.9% of bacteria*** on hard, non-porous surfaces

Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 10 seconds.***

Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 10 seconds.***

Kills 99.9% (of) (household) bacteria in (10 seconds) on hard, non-porous surfaces.***

Leaves (household) surfaces sanitized

(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria*** and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)

Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (10 seconds).

Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 10 seconds.

Sanitizer (Sanitizes)

10 seconds is all it takes to kill 99.9% of bacteria.***

(back panel qualifier)

***Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 10 seconds.

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

Air freshener that Kills odor causing bacteria*

An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.

(Controls)(Kills) odor-causing (germs**) (bacteria*)

Controls kitchen odors caused by bacteria*.

Controls pet odors caused by (bacteria*) (fungi).

Controls the flu virus (on hard non-porous surfaces)

Deodorizes by killing (many) (bacteria*) (germs**) (fungi) that cause odors, (ordinary non-germicidal sprays can't do this)

Disinfection Control (Formula)

Disinfects {insert 'A – B' organisms from list on Page 10} on hard non-porous surfaces.

Disinfects hard non-porous (food) (non-food) contact surfaces (in {insert USE SITES from list on Page 11})

Disinfects ({insert USE SITES from list on Page 11}) (and) ({insert USE SURFACES from list on Page 11})

Disinfects and deodorizes by killing common (household) germs** and controlling their odors.

Disinfects (sanitizes) and deodorizes by killing common (household) bacteria* and controlling their odors.

Dries quick, kills (germs**)

Effective against (bacteria*) (fungi)(virus†)(germs**): {insert 'A – B' organisms from list on Page 10}

Eliminate odors at the source and in the air

Eliminates odors at their source

Eliminates (germs**) (and) (odors) on hard non porous surfaces that you come into contact with everyday.

Eliminates (removes) odors (caused by) (bacteria*)(germs**) (mildew)

Eliminates (Removes) (bacteria*) (fungi*) (viruses†) (germs**) from {insert USE SURFACES from list on Page 11}

Fights germs and odors

Fights the Flu Virus† (on hard non-porous surfaces)

Flu Virus† Control (on hard non-porous surfaces)

(For use in) (homes) (as a) (disinfectant)

(Freshens) (Cleanses) (Cleans) (Sanitizes) air and Kills bacteria* (disclaimer* on hard non-porous surfaces)

Gets rid of odors by killing the germs** (that cause them)

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Gets to the heart of odors
Great for spot disinfection – target performance
Helps prevent the build-up of odors by killing odor-causing bacteria* (on hard non-porous food contact surfaces)
Keeps (controlling) (killing) odor-causing germs (bacteria*).
Keeps (eliminating)(controlling)(killing) odor-causing germs**.
Keeps on (controlling) (killing)odor causing germs**.
Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs**) that cause odor.
Kills (disinfects) against {insert 'A – B– C' organism from list on Page 10}
Kills 99.9% of germs** and odor causing bacteria
Kills 99.9% of germs** and odor causing bacteria so odors do not come back
Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)
Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source
Kills germs**, helps your house (home) smell cleaner
Kills germs** (whenever) (where-ever) you need it
Kills (Eliminates) (Destroys) bacteria at its source and Freshens air
Kills (household) (kitchen) germs**
Kills Influenza A (Flu virus)
Kills (kitchen)(household)(bathroom)(germs**)(bacteria*)(fungi)
Kills more than 99.9% of bacteria* and viruses†
Kills (most) Household germs**
Kills the (Influenza) (flu) virus†
Kills (the following) (household) (kitchen) (germs**)(bacteria)(viruses†)(fungi): {insert 'A – B– C' organisms from list on Page 10} (in 5 (10) minutes)
Kills (bacteria*)(germs**)
Prevents the growth of mold and mildew (on) (in) {insert USE SURFACES from list on Page 11} {insert USE SITES from list on Page 11}
On hard, non-porous, non-food contact surfaces this product kills the following (bacteria*)(virus†)(fungi)(germs**): {insert 'A – B' organisms from list on Page 10}
Surface Disinfectant
(This product) (controls) (kills) the (germs**), (bacteria*) that cause unpleasant odors (at the source).
(This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
(This product) (disinfects) (and) (sanitizes) the following surfaces {insert use surface from list on Page 11}
(This product) (disinfects) (and) (sanitizes) (in) (the following areas) {insert USE SITES from list on Page 11}
(This product) (eliminates) (kills) germs** on surfaces and (removes) odors in the air
(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.
(This product) kills {insert 'A – B' organisms from list on Page 10} (in 10 minutes)
(This product) kills the germs** that cause (bad) odors

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format Cont. >>

(This product) kills bacteria* on environmental surfaces in your home and in public places.
(This product) kills (the following virus†) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes)
(This product) prevents odors at their source caused by (germs**), (bacteria*)
Treats, does not cover up
Use this product (in) (under) (around) (on) {insert use site from list on Page 11}
Use this product (on) {insert USE SURFACES from list on Page 11}

Kills 99.9% of (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on Page 11} {insert USE SITES from list on Page 11}
Kills 99.9% of germs** and odor causing bacteria* (on hard surfaces)
Kills 99.9% of odor causing (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on Page 11} {insert USE SITES from list on Page 11}

(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)

**(This product) kills 99.9% of (Staphylococcus aureus) (Salmonella enterica) (Pseudomonas fluorescens) (Escherichia coli) (Escherichia coli O157:H7) (Proteus mirabilis) and (Influenza A) (Candida albicans) on hard, non-porous surfaces in 10 minutes

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

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<< Back Panel - Use directions **IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable** >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for air sanitization>>

(For Air Sanitization) (To Sanitize the Air): Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Preclean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 10 seconds and allow to air dry.

To Disinfect: Let stand for (ten) (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous Surfaces): Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< Advisory Statements >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics.

Does not harm most (bathroom) (restroom) surfaces.

For other surfaces, spot test in an inconspicuous area.

Do not use on utensils, glasses and dishes.

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<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

- << A. 10-min Disinfection against Bacteria >> (Methicillin Resistant) *Staphylococcus aureus* (Staph) (MRSA) (ATCC # 33592)
Staphylococcus aureus (Staph) (ATCC # 6538)
Salmonella enterica (Salmonella) (ATCC # 10708)
Pseudomonas fluorescens (ATCC # 6972)
Escherichia coli (E. coli) (O157:H7) (ATCC # 43888)
Proteus mirabilis (ATCC # 25933)
- << B. 5 Min. Disinfection against Virus >> Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong)
- << C. 10 Min. Disinfection against Fungi >> *Candida albicans* (ATCC # 10231)
- << D. Fungistatic against Fungi >> *Aspergillus niger* (mold & mildew) (ATCC # 6275)
- << E. *** 10 second Sanitization against Bacteria >> *Enterobacter aerogenes* (ATCC # 13048)
Staphylococcus aureus (Staphylococcus) (ATCC # 6538)

Symbol Designation – used on product labels:

Single asterisk (*) bacteria*	used for identifying disinfection against specific bacteria
Dagger (†) viruses†	used for identifying disinfection against specific viruses.
Double asterisk(**) germs**	used for identifying disinfection against specific bacteria and virus and fungi.
Triple asterisk (***) sanitizes***	used for claims of sanitization

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<< Back Panel >>

<< Surface / Use Site / Odors - May be listed on product label in plural form >>

Hard, Non-porous Surfaces: (Graphic – depicting surface)

Bathroom surfaces	Dish Racks	Marble (Synthetic)	Sealed Granite
Bed Frame	Door Knob (handle)	Marlite	Shower (Stall) (Area)
Bed Springs	Dressing carts	Metal [^]	Shower (curtain)(plastic)(liner)
Bidet	Drinking Fountains	Metal Blinds	Sinks (basin)
Brass	Enamel	Microwave (oven) exteriors	sealed Slate
Cat litter boxes	Faucets	Mirror	Sports equipment
Cement	Fixtures	No wax floors	Stainless Steel [^]
Chrome [^]	garbage (cans) (pails)	(non-wood) Cabinets	Table (tabletops)
clean-up carts	Glass	Non-wood) chairs	glazed Terra Cotta
sealed Concrete	Glass-topped Furniture	(non-wood) Highchair	Tin
Copper	Glazed ceramic tile	(non-wood) (Kitchen)	Telephones
Counter (Countertop)	Glazed Porcelain	(Non-wood) Outdoor	Toilet (Seats) (areas)
Crystal	sealed Groute	(patio) Furniture	(Toilet) (Urinal) Exteriors
Cuspidors	Hard non-porous surfaces	Plastic (mattress covers)	Under sinks
Desk	(Household) tools	Porcelain (tile)	Vinyl (tile)
(Diaper) changing	Laminate (surfaces)	Portable Toilet	Washable Wall
(Counters) (tables)	Lamps	Recycling bins	Wheelchairs
Diaper Pails	Linen carts	Refrigerators (exteriors)	Windows (windowsills)
Dish Pails	Marble (Cultured)	(Resilient)(ceramic)Floor	

[^]Non-Medical or Fixtures

Hard, Non-porous Use Sites: (Graphic – depicting use site)

All around the	Car	(Home) Workshop	Pet (sleeping) (areas)
(house) (home)(office)	Closets	Kid's room	Playroom
Attic	(damp) Storage Area / Room	Kitchen	Sunroom
Automobile	Den / Study	Laundry Room	Supermarket (grocery store)
Baby's room	Dining Room	litter box(es)	Tool Shed
(musty) Basement	Dorm	Living Room	Vacation home
Bathroom	Family Room	lockers	Vehicles
Bedroom	Garage	Mobile Home	Virtually any
Boat	Home / House	Mud Room	area of the (home) (office)
Camper	Home office	Nursery	

ODORS

bacterial (odors)	garbage (can) (pail) (odors)	non-bacterial (odors)
basement (odors)	kitchen (odors)	pet (sleeping area) (odors)
bathroom (odors)	(family) (pet) (dog) (cat) (odors)	sick room (odors)
cat litter (odors)	food (odors)	smell(y) (odors)
cigar (smoke) (odors)	laundry (room) (basket) (odors)	smoke (odors)
cigarette (smoke) (odors)	litter box (odors)	stink(y) (odors)
cooking (odors)	mildew (odors)	tobacco (smoke) (odors)
(dirty) diaper (pail) (odors)	mold (odors)	toilet (odors)

Surface Types: (~ Non-Medical or Fixture)

Brass	Glass	Marble (Synthetic)
Cement	Glazed ceramic tile	Marlite
Chrome [^]	Glazed Porcelain	Metal [^]
Sealed concrete	sealed Groute	Porcelain
Copper	Marble (Cultured)	Sealed Granite
Enamel		sealed Slate
		Stainless Steel [^]
		Glazed Terra Cotta
		Tin
		Vinyl

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<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Do not spray directly in eyes.

FIRST AID	
If in eyes:	<ul style="list-style-type: none">Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722 (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

<< Storage and Disposal language >>

STORAGE AND DISPOSAL:

Do not contaminate water, food, or feed by storage or disposal.

Pesticide Storage: Store in original container in areas inaccessible to children. Keep securely closed.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling: Do Not Puncture or Incinerate! If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

<< Optional Fruit Graphic Images >>

Image 5



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Rivas, Lorena

From: Tran, Tiffany
Sent: Thursday, February 09, 2017 2:01 PM
To: Rivas, Lorena
Cc: Hardy, Jacqueline; OPP AD QAQC
Subject: QA/QC - 777-101
Attachments: 777-101-20170208.pdf

Pass. The above product has passed the quality control check. Please print the e-signed letter/e-stamped label(attached), file the hard copy in the jacket, and return the jacket to the file room. If your action included a CSF, fill out the Data Extraction Request Form. Thank you

Thank you,

Tiffany Tran
US Environmental Protection Agency
Office of Pesticide Programs
Antimicrobials Division
Regulatory Management Branch II
703-347-0414



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 08, 2017

Arjun Channi
Senior Regulatory Associate
Reckitt Benckiser LLC d/b/a Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Notification per PRN 98-10 & 2007-4 – Updating master label including packaging claims Plus, updating the Storage and Disposal section.
Product Name: ADP 10106
EPA Registration Number: 777-101
Application Date: January 03, 2017
Decision Number: 525730

Dear Mr. Channi,

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

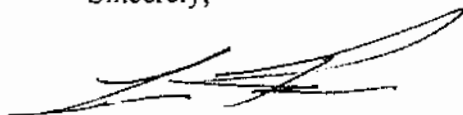
The label submitted with the application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Page 2 of 2
EPA Reg. No. 777-101
Decision No. 525730

If you have any questions, you may contact Lorena Rivas at 703-305-5027 or via email at rivas.lorena@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jacqueline Hardy', with a long horizontal stroke extending to the left.

for

Jacqueline Hardy, Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Notification Label

<< Front Panel >>

ACTIVE INGREDIENTS:

Triethylene Glycol 5.40%
Alkyl (50% C₁₄, 40% C₁₂, 10% C₁₆)
dimethyl benzyl ammonium saccharinate 0.05%

OTHER INGREDIENTS: 94.55%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See (back) (side) panel for additional precautionary statements.

(NET WT.): 0.5 OZ. (14 g)
1.0 OZ. (28 g)
1.5 OZ. (42 g)
7.0 OZ. (198 g)
7.4 OZ. (209 g)
8 OZ. (226 g)
9 OZ. (255 g)
10 OZ. (283 g)
12 OZ. (340 g)
15 OZ. (425 g)
16 OZ. (454g)
18 OZ. (1 LB. 2 OZ.) (510 g)
19 OZ. (1LB. 3 OZ.) (538 g)
X OZ. (X LB. X OZ.) (X g)
Total: 20 OZ. (1 LB. 4 OZ.) 566 g

NOTIFICATION

777-101

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

02/08/2017

<< Front or Back Panel >>

EPA Reg. No.: 777-101
EPA Est. No.: 777-NJ-2 (Y) (YY)
13891-IN-001(Y) (YY)
61203-MA-001 (Y) (YY)

See bottom or side (for Lot/Date code)

(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)

See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

Federal regulations prohibit CFC propellants in aerosols.

Graphic Symbol (Contains no CFCs or other ozone depleting substances)

<< Back Panel >>

Questions? (symbol of telephone) (1-800-228-4722) (1-xxx-xxx-xxxx)

For ingredient (and other) information, (www.rbnainfo.com)

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)

Made in {insert country} © RB {insert year}

<< Back Panel – Optional text >>

Steel Recycling Symbol

Please recycle when empty



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb)

Important facts (about this product):

This can is made from an average of (xx)% recycled steel (xx% post-consumer).

Important: For directions for use and first aid instructions in Spanish, please call {insert phone number}

Encourage your local authorities to establish a program to recycle this (can) (container).

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(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>
(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>
(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>
(Licensed under) U.S. Patent Number 6,610,648 << Givaudan formula >>

Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

Disinfects, deodorizes with new fresh, clean fragrance New (New) Advanced Odor Control (Formula) (Technology)	New and Improved (Technology) (formula) New Fragrance (New) Improved Odor (Elimination) (Eliminator) (Technology) (New) Improved Technology	(New) (Patented) (Technology) (formula) New Scent New Size (New) Ultimate Odor Eliminator
(New) Advanced Odor (Elimination) (Eliminator) (Technology) New (Advanced) (Patented) Technology	New (insert fragrance name) (scent)	

<< Product Descriptors >>

2 in 1 Absolutely Fresh Air + Surface Air and Surface Sanitizer Air Sanitizer Air Sanitizer & Surface Disinfectant Air Treatment All in One All Over Freshness Antibacterial Action Antibacterial Spray Bactericidal Bactericide Clean & Fresh (Scent)	Disinfectant Disinfectant Spray Disinfects Double Action Dual Action Dual Purpose Duo Finishing Touch Fresh Air Freshness Enhancer Fungicidal Fungistat Mildewcidal	Mildewcide Multi-Purpose Multi-Room Multi-Surface Odor Eliminator Odor Remover Odor Destroyer Odor Buster Odor Sweeper Sanitizer Sanitizing Spray Twin Universally Fresh
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<< Fragrance Descriptors >>

Blissful Escape Scent Calming Tides Scent (Energizing) Citrus Scent Coral & Ocean Breeze Scent Coral Summer Scent Crisp Linen Scent Fragrance Free Fresh Laundry Scent (Revitalizing) Fresh (Breeze) Scent Wind Blown Sheets Scent Ginger & Green Tea Scent Herbal Renewal Scent Lavender Mist (Scent)	Marine Coral Scent MORNING DEW Scent (Rejuvenating) Morning Linen Scent Moonlight Dream Scent Ocean Escape Scent Pacific Mist Scent Pure Shores Scent Pure Zen Scent Soothing Chai Scent SPARKLING WATERS Scent Summer Coral Scent	Summer Sunset Scent Sundrenched Garden Scent Sun-Kissed Linen Scent Sunny Fields Scent Sunset Calm Scent Sun Sparkle Scent Warmth & Light Scent WHITE BLOSSOM Scent Shimmering Sunrise Scent Zen Calm Scent Zen Escape Scent
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<< Packaging Claims >>

Better Value	Limited Time (offer) (value) (bonus) (pack)	Travel Pack
Big	Multi-Pack	Travel Size
Bonus Pack	Mega Value Pack	Trial Size
Buy X Get X Free		
Club Pack	Mega Value Size	Value-Pack
Club Size	Personal Size	Value Size
Convenient Size	Purse Size	60% (Bonus) (More) (Free)
Discreet Size	Save Money By Buying Our Convenient Club Pack Size!	Up to 100 uses per can
Economy Size	Special Pack	X% (Bonus) (More) (Free)
16 oz. for the price of 10 oz.	60% (more for) free	60% bonus
16 oz. at the price of 10 oz.	6 oz. (more for) free	6 oz. bonus

(X) Box Tops for Education

Box Tops for Education and associated words and designs are trademarks of General Mills, used under (a) license.
©General Mills

Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))

See back (or) (sticker) for details (or) (rules) (or) (instructions)

See details or rules or instructions [on] [back or sticker]

Go to boxtops4education.com for details

(x) Box Tops on (back) (side) (of) (pack) (label)

(x) eBoxTops™ No Purchase Necessary see (side) (back) for details

You could win the (x) (golden) Box Tops

Enter this code online at (enter URL here) with code (x) and see if you've won

(x) prizes to win!

Worth (x) eBoxTops™

NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C. WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF BOXTOPS4EDUCATION.COM AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO BOXTOPS4EDUCATION.COM IS FREE AND AVAILABLE AT WWW.BOXTOPS4EDUCATION.COM. VOID WHERE PROHIBITED. Instant Win Game starts (x/xx/xx) at xx:xx(am)(pm) ET and ends x/xx/xx at xx:xx(am)(pm)ET. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit (enter URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Fragrance Related Claims >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).

Complete Freshness

Destroy odors

For a (fresher) (healthier) home

For (exceptional) (extraordinary) freshness

For freshness that lasts

(For) Long lasting freshness

(For) ultimate freshness

Fresh air

Freshness lasts

Remarkable Freshness

(Simply) Air so clean you can smell the freshness

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(Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)
(This product) Leaves (behind) a (fresh) (light) (clean) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)
(This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance
(This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)
(This product) Leaves (no odors behind) (an odor free room)
(This product) lets you open your door to a clean and fresh smelling home.
(This product) Makes your home a fresher place to be.
Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home)
(Use this product for) Ultimate Freshness

<< Brand Claims >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors caused by bacteria in the air) (odors caused by airborne bacteria)
Because it's from (the makers of) Lysol, you can trust it (to temporarily reduce airborne bacteria) (to temporarily reduce bacteria in the air).
Helps protect your family from odor causing bacteria (with this product)
(Life Stinks:) (Neutra Air) (your odors) (it)
(This product) (is) from the makers of Lysol (brand products)

<< Formulation Claims >>

Our Best Ever (formula) (Technology)
(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them (and effectively make them odorless.)
This product contains (patented technology) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)
(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< Use Site Claims >>

Great for bathrooms!
(This product) can be used {insert USE SITES from list on page 11}
Use (this product) to temporarily reduce (the number of) (odor-causing bacteria) in your {insert USE SITES from list on Page 11}
Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert USE SITES from list on Page 11}
Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

<< Odor Removing Claims >>

3 in 1 – odor elimination (air sanitization) (surface disinfection)
Cleans (cleanses) (your air of odors) (the air you breathe)
Clean the air with (this product)
Directly targets source of odors
Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness) (and in the air)
Eliminate (removes) (controls) (destroys) bacterial odors (in the air)
Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria (in the air)
Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on Page 11} (caused by odor-causing bacteria)
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on Page 11} unlike air fresheners (that) (which) only mask odors (temporarily).
(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around) (such as) {insert ODORS from list on Page 11}. {insert list of ROOMS from the USE SITES list on Page 11}

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily.
Eliminate tough odors such as bathroom odors, pet odors, smoke and food odors
Eradicate odors.
Get odors out with (this product)
Kills (99.9%) of odor-causing bacteria
Kills (99.9% of) (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)
Kills (eliminates) (reduces) (controls) (list of ODORS from list on Page 11) (odors) (caused by) (airborne) odor-causing bacteria.
Leaves no odors behind
(This product) (...) air so clean you can smell the freshness
Odor (eliminator) (elimination)
Odor fighter
Safe (to) (for) use on (the following surface material(s):) (Insert surface materials from Section titled "Surface Types: (~ Non-Medical or Fixture)" on Page 11)
Solve odor problems at the source (with this product)
Targets odor causing bacteria for long lasting freshness
(This product) cleans the air we breathe
(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).
(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).
(This product) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)
(This product) eliminates odors by (removing)(killing) (controlling) odor causing bacteria (in the air)
(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.
(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) (insert ODORS from list on Page 11)
Ultimate odor eliminator
Unlike air fresheners that only mask odors temporarily, this product destroys odors in the air and kills 99.9% of odor-causing bacteria at the source, so odors do not come back
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness
Unlike air fresheners, which only mask odors temporarily, (this product) eliminates (insert ODORS from list on Page 11).
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as (insert ODORS from list on Page 11)
(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
Works to eliminates odors.

<< Bacterial Claims >>

(This product) Clean(s) (cleans) your air of bacteria and their (bad) (odors) (smells) (stinks)
Keeps odors away by (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.
Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria in the air.
(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors)
(This product) (controls) (kills) (eliminates) (destroys) odor-causing airborne bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) airborne odor-causing bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria

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(This product) (kills) (destroys) (controls) (reduces) (eliminates) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (controls) (destroys) (eliminates) (reduces) (Removes) odor causing airborne bacteria (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria in the air – unlike air fresheners, which only mask odors.
(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on Page 11} (in the air)
(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list on Page 11}
(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on Page 11}

<< Air Sanitizing Claims >>

It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria) (airborne bacteria)
(This product) (Cleans) (Sanitizes) the air (you breathe) (from odor-causing bacteria)
(This product) (Cleans) (Sanitizes) the air by temporarily (reducing) (removing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)
(This product) refreshes the air
Sanitizes the air (you breathe) (in your home)

<< Temporarily Action Claims >>

Temporarily reduces odor-causing (airborne) bacteria in the air
(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in virtually any room (to leave your home smelling clean and fresh)
(This product) (Helps) (temporarily reduce) the number of airborne odor-causing bacteria (in any room) {insert ROOM from USE SITES list on Page 11}
(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants
(This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (airborne bacteria) (odor-causing bacteria in the air) (odor causing bacteria in the air)
(This product) temporarily (reduces) (Removes) (Sweeps away) odor causing bacteria from {insert ODORS from list on Page 11}
(Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying odors) (temporarily reducing) (sweeping away) (odors) (temporarily reducing airborne odor-causing bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Sanitizing – Hard non-porous, non-food contact surface claims >>

(front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in {insert USE SITES from list on Page 11})
Fast Acting (Sanitizer)
Great for use as a non-food contact surface sanitizer in {insert USE SITES from list on Page 11}.
Kills (Destroys) (Eliminates) 99.9% of bacteria*** on hard, non-porous surfaces
Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 10 seconds.***
Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 10 seconds.***
Kills 99.9% (of) (household) bacteria in (10 seconds) on hard, non-porous surfaces.***
Leaves (household) surfaces sanitized
(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria*** and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)
Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (10 seconds).
Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 10 seconds.
Sanitizer (Sanitizes)

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10 seconds is all it takes to kill 99.9% of bacteria.***

(back panel qualifier)

***Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 10 seconds.

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

Air freshener that Kills odor causing bacteria*

An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.

(Controls)(Kills) odor-causing (germs**) (bacteria*)

Controls kitchen odors caused by bacteria*.

Controls pet odors caused by (bacteria*) (fungi).

Controls the flu virus (on hard non-porous surfaces)

Deodorizes by killing (many) (bacteria*) (germs**) (fungi) that cause odors, (ordinary non-germicidal sprays can't do this)

Disinfection Control (Formula)

Disinfects (insert 'A – B' organisms from list on Page 10) on hard non-porous surfaces.

Disinfects hard non-porous (food) (non-food) contact surfaces (in (insert USE SITES from list on Page 11))

Disinfects ((insert USE SITES from list on Page 11)) (and) ((insert USE SURFACES from list on Page 11))

Disinfects and deodorizes by killing common (household) germs** and controlling their odors.

Disinfects (sanitizes) and deodorizes by killing common (household) bacteria* and controlling their odors.

Dries quick, kills (germs**)

Effective against (bacteria*) (fungi)(virus*)(germs**): (insert 'A – B' organisms from list on Page 10)

Eliminate odors at the source and in the air

Eliminates odors at their source

Eliminates (germs**) (and) (odors) on hard non porous surfaces that you come into contact with everyday.

Eliminates (removes) odors (caused by) (bacteria*)(germs**) (mildew)

Eliminates (Removes) (bacteria*) (fungi*) (viruses*) (germs**) from (insert USE SURFACES from list on Page 11)

Fights germs and odors

Fights the Flu Virus† (on hard non-porous surfaces)

Flu Virus† Control (on hard non-porous surfaces)

(For use in) (homes) (as a) (disinfectant)

(Freshens) (Cleanses) (Cleans) (Sanitizes) air and Kills bacteria* (disclaimer* on hard non-porous surfaces)

Gets rid of odors by killing the germs** (that cause them)

Gets to the heart of odors

Great for spot disinfection – target performance

Helps prevent the build-up of odors by killing odor-causing bacteria* (on hard non-porous food contact surfaces)

Keeps (controlling) (killing) odor-causing germs (bacteria*).

Keeps (eliminating)(controlling)(killing) odor-causing germs**.

Keeps on (controlling) (killing)odor causing germs**.

Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs**) that cause odor.

Kills (disinfects) against (insert 'A – B– C' organism from list on Page 10)

Kills 99.9% of germs** and odor causing bacteria

Kills 99.9% of germs** and odor causing bacteria so odors do not come back

Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)

Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source

Kills germs**, helps your house (home) smell cleaner

Kills germs** (whenever) (where-ever) you need it

Kills (Eliminates) (Destroys) bacteria at its source and Freshens air

Kills (household) (kitchen) germs**

Kills Influenza A (Flu virus)

Kills (kitchen)(household)(bathroom)(germs**)(bacteria*)(fungi)

Kills more than 99.9% of bacteria* and viruses†

Kills (most) Household germs**

Kills the (Influenza) (flu) virus†

Kills (the following) (household) (kitchen) (germs**)(bacteria)(viruses*)(fungi): (insert 'A – B– C' organisms from list on Page 10) (in 5 (10) minutes)

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Kills (bacteria*)(germs**)
Prevents the growth of mold and mildew (on) (in) (insert USE SURFACES from list on Page 11) (insert USE SITES from list on Page 11)
On hard, non-porous, non-food contact surfaces this product kills the following (bacteria*)(virus*)(fungi)(germs**): (insert 'A – B' organisms from list on Page 10)
Surface Disinfectant
(This product) (controls) (kills) the (germs**), (bacteria*) that cause unpleasant odors (at the source).
(This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
(This product) (disinfects) (and) (sanitizes) the following surfaces (insert use surface from list on Page 11)
(This product) (disinfects) (and) (sanitizes) (in) (the following areas) (insert USE SITES from list on Page 11)
(This product) (eliminates) (kills) germs** on surfaces and (removes) odors in the air
(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.
(This product) kills (insert 'A – B' organisms from list on Page 10) (in 10 minutes)
(This product) kills the germs** that cause (bad) odors

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format Cont. >>

(This product) kills bacteria* on environmental surfaces in your home and in public places.
(This product) kills (the following virus*) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes)
(This product) prevents odors at their source caused by (germs**), (bacteria*)
Treats, does not cover up
Use this product (in) (under) (around) (on) (insert use site from list on Page 11)
Use this product (on) (insert USE SURFACES from list on Page 11)
Kills 99.9% of (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) (insert USE SURFACES from list on Page 11) (insert USE SITES from list on Page 11)
Kills 99.9% of germs** and odor causing bacteria* (on hard surfaces)
Kills 99.9% of odor causing (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) (insert USE SURFACES from list on Page 11) (insert USE SITES from list on Page 11)
(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)
**(This product) kills 99.9% of (Staphylococcus aureus) (Salmonella enterica) (Pseudomonas fluorescens) (Escherichia coli) (Escherichia coli O157:H7) (Proteus mirabilis) and (Influenza A) (Candida albicans) on hard, non-porous surfaces in 10 minutes

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

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<< **Back Panel - Use directions IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable** >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for air sanitization>>

(For Air Sanitization) (To Sanitize the Air): Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Pre-clean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 10 seconds and allow to air dry.

To Disinfect: Let stand for (ten) (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous Surfaces): Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< **Advisory Statements** >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics.

Does not harm most (bathroom) (restroom) surfaces.

For other surfaces, spot test in an inconspicuous area.

Do not use on utensils, glasses and dishes.

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<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

- << A. 10-min Disinfection against Bacteria >> (Methicillin Resistant) *Staphylococcus aureus* (Staph) (MRSA) (ATCC # 33592)
Staphylococcus aureus (Staph) (ATCC # 6538)
Salmonella enterica (Salmonella) (ATCC # 10708)
Pseudomonas fluorescens (ATCC # 6972)
Escherichia coli (E. coli) (O157:H7) (ATCC # 43888)
Proteus mirabilis (ATCC # 25933)
- << B. 5 Min. Disinfection against Virus >> Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong)
- << C. 10 Min. Disinfection against Fungi >> *Candida albicans* (ATCC # 10231)
- << D. Fungistatic against Fungi >> *Aspergillus niger* (mold & mildew) (ATCC # 6275)
- << E. *** 10 second Sanitization against Bacteria >> *Enterobacter aerogenes* (ATCC # 13048)
Staphylococcus aureus (*Staphylococcus*) (ATCC # 6538)

Symbol Designation – used on product labels:

Single asterisk (*)	bacteria*	used for identifying disinfection against specific bacteria
Dagger (†)	viruses†	used for identifying disinfection against specific viruses.
Double asterisk(**)	germs**	used for identifying disinfection against specific bacteria and virus and fungi.
Triple asterisk (***)	sanitizes***	used for claims of sanitization

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<< Back Panel >>

<< Surface / Use Site / Odors - May be listed on product label in plural form >>

Hard, Non-porous Surfaces: (Graphic – depicting surface)

Bathroom surfaces	Dish Racks	Marble (Synthetic)	Sealed Granite
Bed Frame	Door Knob (handle)	Marlite	Shower (Stall) (Area)
Bed Springs	Dressing carts	Metal [^]	Shower (curtain)(plastic)(liner)
Bidet	Drinking Fountains	Metal Blinds	Sinks (basin)
Brass	Enamel	Microwave (oven) exteriors	sealed Slate
Cat litter boxes	Faucets	Mirror	Sports equipment
Cement	Fixtures	No wax floors	Stainless Steel [^]
Chrome [^]	garbage (cans) (pails)	(non-wood) Cabinets	Table (tabletops)
clean-up carts	Glass	Non-wood) chairs	glazed Terra Cotta
sealed Concrete	Glass-topped Furniture	(non-wood) Highchair	Tin
Copper	Glazed ceramic tile	(non-wood) (Kitchen)	Telephones
Counter (Countertop)	Glazed Porcelain	(Non-wood) Outdoor	Toilet (Seats) (areas)
Crystal	sealed Groute	(patio) Furniture	(Toilet) (Urinal) Exteriors
Cuspidors	Hard non-porous surfaces	Plastic (mattress covers)	Under sinks
Desk	(Household) tools	Porcelain (tile)	Vinyl (tile)
(Diaper) changing	Laminate (surfaces)	Portable Toilet	Washable Wall
(Counters) (tables)	Lamps	Recycling bins	Wheelchairs
Diaper Pails	Linen carts	Refrigerators (exteriors)	Windows (windowsills)
Dish Pails	Marble (Cultured)	(Resilient)(ceramic)Floor	

[^]Non-Medical or Fixtures

Hard, Non-porous Use Sites: (Graphic – depicting use site)

All around the	Car	(Home) Workshop	Pet (sleeping) (areas)
(house) (home)(office)	Closets	Kid's room	Playroom
Attic	(damp) Storage Area / Room	Kitchen	Sunroom
Automobile	Den / Study	Laundry Room	Supermarket (grocery store)
Baby's room	Dining Room	litter box(es)	Tool Shed
(musty) Basement	Dorm	Living Room	Vacation home
Bathroom	Family Room	lockers	Vehicles
Bedroom	Garage	Mobile Home	Virtually any
Boat	Home / House	Mud Room	area of the (home) (office)
Camper	Home office	Nursery	

ODORS

bacterial (odors)	garbage (can) (pail) (odors)	non-bacterial (odors)
basement (odors)	kitchen (odors)	pet (sleeping area) (odors)
bathroom (odors)	(family) (pet) (dog) (cat) (odors)	sick room (odors)
cat litter (odors)	food (odors)	smell(y) (odors)
cigar (smoke) (odors)	laundry (room) (basket) (odors)	smoke (odors)
cigarette (smoke) (odors)	litter box (odors)	stink(y) (odors)
cooking (odors)	mildew (odors)	tobacco (smoke) (odors)
(dirty) diaper (pail) (odors)	mold (odors)	toilet (odors)

Surface Types: (~ Non-Medical or Fixture)

Brass	Glass	Marble (Synthetic)
Cement	Glazed ceramic tile	Marlite
Chrome [^]	Glazed Porcelain	Metal [^]
Sealed concrete	sealed Groute	Porcelain
Copper	Marble (Cultured)	Sealed Granite
Enamel		sealed Slate
		Stainless Steel [^]
		Glazed Terra Cotta
		Tin
		Vinyl

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<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Do not spray directly in eyes.

FIRST AID	
If in eyes:	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722 (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

<< Storage and Disposal language >>

STORAGE AND DISPOSAL:

Do not contaminate water, food, or feed by storage or disposal.

Pesticide Storage: Store in original container in areas inaccessible to children. Keep securely closed.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling: Do Not Puncture or Incinerate! If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

<< Optional Fruit Graphic Images >>

Image 5



NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99. The term "Y" is a place holder for a character A – Z.



January 3, 2017

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Antimicrobials Division (7510P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Ms. Jacqueline Hardy, PM-34

Reference: Notification
Product Name: ADP 10106
EPA Registration Number: 777-101

Dear Ms. Hardy:

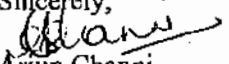
Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to make the following changes to the Master Label for EPA registration 777-101.

- Updating EPA Establishment and Net Contents language on Page 1
- Adding claims on Page 3 and 5
- Minor changes to scent descriptors on Page 2
- Updating Page number references throughout the Master Label
- Adding a table of material types on Page 11. Please note that these materials were already approved on the Master Label under Section "Hard, Non-porous Surfaces" on Page 11. The specific surface materials have been duplicated into another table to link to the claim added on Page 4.
- Update Storage and disposal language. Per PR Notice 2007-4, this can be done via label notification since the revised language matches the EPA recommended language.

In order to support this notification, the following documentation is included:

- Form 8570-1
- Highlighted and Clean copies of the Master Label

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2975 or via email at rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,

Arjun Channi
Senior Regulatory Associate
Reckitt Benckiser

Encl.

**EPA**

United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier
Number

Application for Pesticide - Section I

1. Company/Product Number 777-101	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ADP10106	PM# # 34	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC d/b/a Reckitt Benckiser Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

☐ Amendment - Explain below. ☐ Final printed labels in response to Agency letter dated _____
☐ Resubmission in response to Agency letter dated _____ ☐ "Me Too" Application
☐ Notification - Explain below. ☒ Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to make the following changes to the Master Label for EPA registration 777-101.

- Updating EPA Establishment and Net Contents language on Page 1
- Adding claims on Page 3 and 5
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- Updating Page number references throughout the Master Label
- Adding a table of material types on Page 11. Please note that these materials were already approved on the Master Label under Section "Hard, Non-porous Surfaces" on Page 11. The specific surface materials have been duplicated into another table to link to the claim added on Page 4.
- Update Storage and disposal language. Per PR Notice 2007-4, this can be done via label notification since the revised language matches the EPA recommended language.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

This notification is consistent with the guidance in PR Notice 2007-4 and the requirements of EPA's regulations at 40 CFR §§ 156.10, 156.140, 156.144, 156.146, and 156.156. No other changes have been made to the labeling or the Confidential Statement of Formula for this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if the amended label is not consistent with the requirements of 40 CFR §§ 156.10, 156.140, 156.144, 156.146, and 156.156, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA."

Section - III

1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
*Certification must be submitted (on file)		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container various	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name Arjun Channi	Title Senior Regulatory Associate	Telephone No. (Include Area Code) 973-404-2975
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature: 	3. Title: Senior Regulatory Associate	
4. Typed Name: Arjun Channi	5. Date: January 3, 2017	

Milestone Email: arjun.channi@rb.com

1

↓

V

Product Name: ADP 10106

Me Too Product
Name:



Negotiated Due Date:

OPP Target Date:

1. 2. 3. 4. 5.

Receipt Description:

Poral submission pkg# 16564 Label notification changes per prn 98-10 and 2007-4
 General label changes and update storage and disposal section

• *Journal of the American Medical Association*, 2000; 283: 2639-2644

1. *Phragmites australis* (Cav.) Trin. ex Steud.

1. *Chlorophyll a* (Chl *a*)

Figure 1. The effect of the concentration of the Fe^{2+} solution on the adsorption of Fe^{2+} by the Fe^{2+} -loaded Fe^{2+} -loaded Fe^{2+} solution.

Des

Electronic Label

View/Edit

DATE : 2/08/17

525730

332

1. Rivers



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL
SAFETY AND POLLUTION
PREVENTION

November 14, 2016

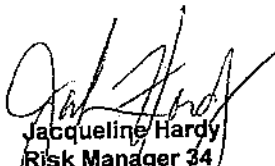
I, Jacqueline Hardy, Regulatory Management Branch 2, Antimicrobials Division, Office of Pesticide Programs, Office of Chemical Safety and Pollution Prevention, United States Environmental Protection Agency ("EPA"), certify that the pesticide product(s) listed below is, as of the date of this letter, a registered product under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, and that as such, the product(s) may be sold and marketed in the United States of America as authorized and limited by FIFRA. A true and correct copy of the product label approved by EPA is attached to accompany this letter.

Registration of this product(s) with EPA also denotes that the registrant listed below is responsible for ensuring full compliance with all the laws of the United States of America, or governing jurisdiction, regarding the sale, storage and/or disposal of the product(s). Further, the recipient of this letter is on notice that the referenced registration and/or the accompanying label may change subsequent to the date of this letter. EPA assumes no responsibility to notify the recipient(s) (i.e., Dominican Republic) of this letter of any change in the status of the registration(s) and/or the product label for the product(s) listed below.

EPA has issued registration numbers for the product(s) listed below to:

Reckitt Benckiser LLC.
399 Interpace Parkway
Parsippany, NJ 07054-0225

EPA Registration Number: 777-101
Name of Product: ADP 10106


Jacqueline Hardy
Risk Manager 34
Regulatory Management Branch 2
Antimicrobials Division (7510P)





UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

October 28, 2016

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

OPP Decision Number: D-522950
EPA File Symbol or Registration Number: 777-101
Product Name: ADP 10106
EPA Receipt Date: 24-Oct-2016
EPA Company Number: 777
Company Name: RECKITT BENCKISER LLC.

JENNIFER DeCARLO
RECKITT BENCKISER LLC.
D/B/A RECKITT BENCKISER
399 INTERPACE PARKWAY
PARSIPPANY, NJ 07054-0225

SUBJECT: Receipt of Request for Gold Seal Certification Letter(s)

Dear Registrant:

The Office of Pesticide Programs has received your request for Gold Seal Certification letter(s) that is subject to a Pesticide Registration Service Fee as defined in the Pesticide Registration Improvement Act.

The action has been identified as action code M006:

UP TO 5 GOLD SEAL CERTIFICATION LETTERS PER REGISTRATION

No additional payment is due at this time. If you have any questions, please contact Betty Williams at (703) 308-0132.

Sincerely,

Front End Processing Staff
Information Technology & Resources Management Division



October 20, 2016

Document Processing Desk (CERT)
Office of Pesticide Programs (7510-P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac yard
2777 S. Crystal Drive
Arlington, VA 22202
ATTN: Jacqueline Hardy, PM-34

Reference: Product File Name: ADP 10106
EPA Registration No.: 777-101
Type: Gold Seal Certification

Dear Ms. Hardy:

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a request for five gold seal certificates in accordance with the Pesticide Registration Improvement Act (PRIA), code M006 (\$277), for ADP 10106 (EPA Reg. No. 777-101).

Enclosed, please find the following in support of this request:

- 1) PRIA pre-payment receipt (pay.gov tracking ID: 25UI85M9; Agency tracking ID: 75113983305).

Please note that the payment receipt for this action, in the amount of \$3,324, covers twelve separate requests for gold seal certificates including this request.

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly via phone or email at 973-404-2995, or rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jennifer DeCarlo', written over a horizontal line.

Jennifer DeCarlo
Senior Regulatory Associate
RB

Encl.

EPA		United States Environmental Protection Agency Washington, DC 20460		<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other		OPP Identifier Number	
Application for Pesticide - Section I							
1. Company/Product Number 777-101			2. EPA Product Manager Jacqueline Hardy			3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
4. Company/Product (Name) ADP 10106			PM# # 34				
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address			6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. Product Name				
Section - II							
<input type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input type="checkbox"/> Notification - Explain below.				<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application <input checked="" type="checkbox"/> Other - Explain below			
Explanation: Use additional page(s) if necessary. (For Section I and Section II.) Request for five (5) Gold Seal Certificates							
Section - III							
1. Material This Product Will Be Packaged In:							
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No		Unit Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" Unit Packaging No. per wgt. container		Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. No. per container		2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)	
*Certification must be submitted (on file)							
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input checked="" type="checkbox"/> Container		4. Size(s) Retail Container various		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product			
6. Manner in Which Label is Affixed to Product		<input checked="" type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____					
Section - IV							
1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)							
Name Jennifer DeCarlo			Title Senior Regulatory Associate			Telephone No. (include Area Code) 97C-401-2995	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.						6. Date Application Received (Stamped)	
2. Signature: 			3. Title: Senior Regulatory Associate				
4. Typed Name: Jennifer DeCarlo			5. Date: October 20, 2016				

Yanchulis, Michael

From: De Carlo, Jennifer <Jennifer.DeCarlo@rb.com>
Sent: Monday, October 24, 2016 1:20 PM
To: NA Regulatory Household
Subject: RE: Desired Countries for Certificates of Registration (Gold Seals)

Dear Mr. Yanchulis,

Thank you for your e-mail regarding the gold seal letter requests. These are for the Dominican Republic, for each product.

If you have any additional questions, please feel free to give me a call at 973-404-2995.

Best regards,
Jennifer

From: NA Regulatory Household
Sent: Monday, October 24, 2016 10:32 AM
To: De Carlo, Jennifer <Jennifer.DeCarlo@rb.com>
Subject: FW: Desired Countries for Certificates of Registration (Gold Seals)

From: Yanchulis, Michael [<mailto:Yanchulis.Michael@epa.gov>]
Sent: Monday, October 24, 2016 10:20 AM
To: NA Regulatory Household <NARegulatory.Household@rb.com>
Subject: Desired Countries for Certificates of Registration (Gold Seals)

Dear Ms. DeCarlo:

Your twelve requests for Certificates of Registration, commonly known as "gold seal letters," which certifies that the product being exported is legally registered in the U.S. with the EPA, did not include a list of countries for which you wanted the Certificates of Registration for each product. A Certificate of Registration lists one country to which the product is or will be exported per certificate. Please email me your list for each product. Thanks.

*Mick Yanchulis
Information Services Branch
Office of Pesticide Programs
U.S. Environmental Protection Agency*



Receipt

Your payment is complete

Pay.gov Tracking ID: 25UI85M9

Agency Tracking ID: 75113983305

Form Name: Pesticide Registration Improvement Act - Prepayment

Application Name: PRIA Service Fees

Payment Information

Payment Type: Debit or credit card

Payment Amount: \$3,324.00

Transaction Date: 10/20/2016 10:26:29 AM EDT

Payment Date: 10/20/2016

Registration Number: 12 registrations

Company Name: Reckitt Benckiser

Company Number: 777

Action Code: M006

Account Information

Cardholder Name: Donna J Erling

Card Type: Visa

Card Number: *****4687

Email Confirmation Receipt

Confirmation Receipts have been emailed to:

jennifer.decarlo@rb.com

rbna@rb.com

PROCESSING REQUEST

Reg # 777-101

Decision # 510796

Description: New label

Electronic Label & Letter
(see PPLS):

OR

Non Electronic
Label & Letter
(Scanning required):

☒ Dated: 3/25/16

☐ Dated:

Only one label type should be selected

Other Materials Sent (see jacket):

☐ New CSF(s) Dated:

☐ Other:

File this coversheet and attached materials in the jacket. It must be well organized and clipped together, NOT STAPLED. Then give the jacket with the coversheet and materials to staff in the Information Services Center (ISC) (Room S-4900). If a jacket is full or only available as an image, please file materials in a new jacket and bring it down to the (ISC). For further information please call 703-605-0716.

Reviewer: Tom Lumine//0

Division: AD

Phone: 308-8075

Date: 7



**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460**

**OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION**

March 25, 2016

Jennifer DeCarlo
Regulatory Operations Lead
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Label Amendment to add claims for 10 second and 5 minute sanitization
Product Name: ADP 10106
EPA Registration Number: 777-101
Application Date: November 3, 2015
Decision Number: D 510796

Dear Ms. DeCarlo:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

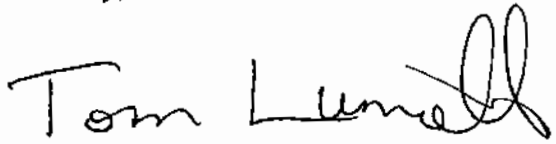
A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Tom Luminello by phone at (703) 308-8075, or via email at luminello.tom@epa.gov.

Enclosure

Sincerely,

 for

Jacquie Hardy, Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

<< Front Panel >>

ACTIVE INGREDIENTS:

Triethylene Glycol 5.40%
Alkyl (50% C₁₄, 40% C₁₂, 10% C₁₆)

dimethyl benzyl ammonium saccharinate 0.05%

OTHER INGREDIENTS: 94.55%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See (back) (side) panel for additional precautionary statements.

(NET WT.): 0.5 OZ. (14 g)
1.0 OZ. (28 g)
1.5 OZ. (42 g)
7.0 OZ. (198 g)
7.4 OZ. (209 g)
8 OZ. (226 g)
9 OZ. (255 g)
10 OZ. (283 g)
12 OZ. (340 g)
15 OZ. (425 g)
16 OZ. (454 g)
18 OZ. (1 LB. 2 OZ.) (510 g)
19 OZ. (1 LB. 3 OZ.) (538 g)
Total: 20 OZ. (1 LB. 4 OZ.) 566 g

ACCEPTED

03/25/2016

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No.

777-101

<< Front or Back Panel >>

EPA Reg. No.: 777-101
EPA Est. No.: 777-NJ-2
13891-IN-001
61203-MA-001

See bottom or side (for Lot/Date code)

Federal regulations prohibit CFC propellants in aerosols.

Graphic Symbol (Contains no CFCs or other ozone depleting substances)

<< Back Panel >>

Questions? (symbol of telephone) (1-800-228-4722) (1-xxx-xxx-xxxx)

For ingredient (and other) information, (www.rbnainfo.com)

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)

Made in {insert country} © RB {insert year}

<< Back Panel – Optional text >>

Steel Recycling Symbol

Please recycle when empty



HEALTH · HYGIENE · HOME

Company Logo (Reckitt Benckiser) (rb)

Important facts (about this product):

This can is made from an average of (xx)% recycled steel (xx% post-consumer).

Important: For directions for use and first aid instructions in Spanish, please call {insert phone number}

Encourage your local authorities to establish a program to recycle this (can) (container).

(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>

(Licensed under) U.S. Patent Number 6,610,648 << Givaudan formula >>

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

Disinfects, deodorizes with new fresh, clean fragrance	New and Improved (Technology) (formula)	(New) (Patented) (Technology) (formula)
New	New Fragrance	New Scent
(New) Advanced Odor Control (Formula) (Technology)	(New) Improved Odor (Elimination) (Eliminator) (Technology)	New Size
(New) Advanced Odor (Elimination) (Eliminator) (Technology)	(New) Improved Technology	(New) Ultimate Odor Eliminator
New (Advanced) (Patented) Technology	New {insert fragrance name} (scent)	

<< Product Descriptors >>

2 in 1	Disinfectant	Mildewcide
Absolutely Fresh	Disinfectant Spray	Multi-Purpose
Air + Surface	Disinfects	Multi-Room
Air and Surface Sanitizer	Double Action	Multi-Surface
Air Sanitizer	Dual Action	Odor Eliminator
Air Sanitizer & Surface Disinfectant	Dual Purpose	Odor Remover
Air Treatment	Duo	Odor Destroyer
All in One	Finishing Touch	Odor Buster
All Over Freshness	Fresh Air	Odor Sweeper
Antibacterial Action	Freshness Enhancer	Sanitizer
Antibacterial Spray	Fungicidal	Sanitizing Spray
Bactericidal	Fungistat	Twin
Bactericide	Mildewcidal	Universally Fresh
Clean & Fresh (Scent)		

<< Fragrance Descriptors >>

Blissful Escape Scent	Marine Coral Scent	Summer Sunset Scent
Calming Tides Scent	MORNING DEW Scent	Sundrenched Garden Scent
Citrus Scent	Morning Linen Scent	Sun-Kissed Linen Scent
Coral & Ocean Breeze Scent	Moonlight Dream Scent	Sunny Fields Scent
Coral Summer Scent	Ocean Escape Scent	Sunset Calm Scent
Crisp Linen Scent	Pacific Mist Scent	Sun Sparkle Scent
Fragrance Free	Pure Shores Scent	Warmth & Light Scent
Fresh Laundry Scent	Pure Zen Scent	WHITE BLOSSOM Scent
Fresh Scent	Shimmering Sunrise Scent	Wind Blown Sheets Scent
Ginger & Green Tea Scent	Soothing Chai Scent	Zen Calm Scent
Herbal Renewal Scent	SPARKLING WATERS Scent	Zen Escape Scent
Lavender Mist (Scent)	Summer Coral Scent	

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

<< Packaging Claims >>

Better Value	Limited Time (offer) (value) (bonus) (pack)	Travel Pack
Big	Multi-Pack	Travel Size
Bonus Pack	Mega Value Pack	Trial Size
Buy X Get X Free		
Club Pack	Mega Value Size	Value-Pack
Club Size	Personal Size	Value Size
Convenient Size	Purse Size	60% (Bonus) (More) (Free)
Discreet Size	Save Money By Buying Our Convenient Club Pack Size!	Up to 100 uses per can
Economy Size	Special Pack	X% (Bonus) (More) (Free)
16 oz. for the price of 10 oz.	60% (more for) free	60% bonus
16 oz. at the price of 10 oz.	6 oz. (more for) free	6 oz. bonus

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Fragrance Related Claims >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).

Complete Freshness

Destroy odors

For a (fresher) (healthier) home

For (exceptional) (extraordinary) freshness

For freshness that lasts

(For) Long lasting freshness

(For) ultimate freshness

Fresh air

Freshness lasts

Remarkable Freshness

(Simply) Air so clean you can smell the freshness

(Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)

(This product) Leaves (behind) a (fresh) (light) (clean) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)

(This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance

(This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)

(This product) Leaves (no odors behind) (an odor free room)

(This product) lets you open your door to a clean and fresh smelling home.

(This product) Makes your home a fresher place to be.

Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home)

(Use this product for) Ultimate Freshness

<< Brand Claims >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors caused by bacteria in the air) (odors caused by airborne bacteria)

Because it's from (the makers of) Lysol, you can trust it (to temporarily reduce airborne bacteria) (to temporarily reduce bacteria in the air).

Helps protect your family from odor causing bacteria (with this product)

(Life Stinks:) (Neutra Air) (your odors) (it)

(This product) (is) from the makers of Lysol (brand products)

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

<< **Formulation Claims** >>

Our Best Ever (formula) (Technology)

(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them (and effectively make them odorless.)

This product contains (patented technology) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)

(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< **Use Site Claims** >>

Great for bathrooms!

(This product) can be used {insert USE SITES from list on page 10}

Use (this product) to temporarily reduce (the number of) (odor-causing bacteria) in your {insert USE SITES from list on page 10}

Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert USE SITES from list on page 10}

Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

<< **Odor Removing Claims** >>

3 in 1 – odor elimination (air sanitization) (surface disinfection)

Cleans (cleanses) (your air of odors) (the air you breathe)

Clean the air with (this product)

Directly targets source of odors

Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness) (and in the air)

Eliminate (removes) (controls) (destroys) bacterial odors (in the air)

Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria (in the air)

Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on page 10} (caused by odor-causing bacteria)

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on page 10} unlike air fresheners (that) (which) only mask odors (temporarily).

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around) (such as) {insert ODORS from list on page 10} {insert list of ROOMS from the USE SITES list on page 10}

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily.

Eliminate tough odors such as bathroom odors, pet odors, smoke and food odors

Eradicate odors.

Get odors out with (this product)

Kills (99.9%) of odor-causing bacteria

Kills (99.9% of) (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)

Kills (eliminates) (reduces) (controls) {list of ODORS from list on page 10} (odors) (caused by) (airborne) odor-causing bacteria.

Leaves no odors behind

(This product) (...) air so clean you can smell the freshness

Odor (eliminator) (elimination)

Odor fighter

Solve odor problems at the source (with this product)

Targets odor causing bacteria for long lasting freshness

(This product) cleans the air we breathe

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This products) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)

(This product) eliminates odors by (removing) (killing) (controlling) odor causing bacteria (in the air)

(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.

(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) {insert ODORS from list on page 10}

Ultimate odor eliminator

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Unlike air fresheners that only mask odors temporarily, this product destroys odors in the air and kills 99.9% of odor-causing bacteria at the source, so odors do not come back
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness
Unlike air fresheners, which only mask odors temporarily, (this product) eliminates {insert ODORS from list on page 10}
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list on page 10}
(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
Works to eliminates odors.

<< Bacterial Claims >>

Clean(s) (cleanse) your air of bacteria and their (bad) (odors) (smells) (stinks)
Keeps odors away by (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.
Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria in the air.
(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors)
(This product) (controls) (kills) (eliminates) (destroys) odor-causing airborne bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) airborne odor-causing bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) (kills) (destroys) (controls) (reduces) (eliminates) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (controls) (destroys) (eliminates) (reduces) (Removes) odor causing airborne bacteria (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria in the air – unlike air fresheners, which only mask odors.
(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on page 10} (in the air)
(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list on page 10}
(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on page 10}

<< Air Sanitizing Claims >>

It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria) (airborne bacteria)
(This product) (Cleans) (Sanitizes) the air (you breathe) (from odor-causing bacteria)
(This product) (Cleans) (Sanitizes) the air by temporarily (reducing) (removing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)
(This product) refreshes the air
Sanitizes the air (you breathe) (in your home)

<< Temporarily Action Claims >>

Temporarily reduces odor-causing (airborne) bacteria in the air
(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in virtually any room (to leave your home smelling clean and fresh)
(This product) (Helps) (temporarily reduce) the number of airborne odor-causing bacteria (in any room) {insert ROOM from USE SITES list on page 10}

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(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants
(This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (airborne bacteria) (odor-causing bacteria in the air) (odor causing bacteria in the air)
(This product) temporarily (reduces) (Removes) (Sweeps away) odor causing bacteria from {insert ODORS from list on page 10}
(Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying odors) (temporarily reducing) (sweeping away) (odors) (temporarily reducing airborne odor-causing bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Sanitizing – Hard non-porous, non-food contact surface claims >>

(front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in {insert USE SITES from list on page 10})
Fast Acting (Sanitizer)

Great for use as a non-food contact surface sanitizer in {insert USE SITES from list on page 10}.

Kills (Destroys) (Eliminates) 99.9% of bacteria*** on hard, non-porous surfaces

Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 10 seconds.***

Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 10 seconds.***

Kills (99.9%) (of) (household) bacteria in (10 seconds) on hard, non-porous surfaces.***

Leaves (household) surfaces sanitized

(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria*** and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)

Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (10 seconds).

Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 10 seconds.

Sanitizer (Sanitizes)

10 seconds is all it takes to kill 99.9% of bacteria.***

(back panel qualifier)

***Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 10 seconds.

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

Air freshener that Kills odor causing bacteria*

An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.

(Controls)(Kills) odor-causing (germs**) (bacteria*)

Controls kitchen odors caused by bacteria*.

Controls pet odors caused by (bacteria*) (fungi).

Controls the flu virus (on hard non-porous surfaces)

Deodorizes by killing (many) (bacteria*) (germs**) (fungi) that cause odors, (ordinary non-germicidal sprays can't do this)

Disinfection Control (Formula)

Disinfects {insert 'A – B' organisms from list on page 9} on hard non-porous surfaces.

Disinfects hard non-porous (food) (non-food) contact surfaces in {insert USE SITES from list on page 10}

Disinfects {insert USE SITES from list on page 10} (and) {insert USE SURFACES from list on page 10}

Disinfects and deodorizes by killing common (household) germs** and controlling their odors.

Disinfects (sanitizes) and deodorizes by killing common (household) bacteria* and controlling their odors.

Dries quick, kills (germs**)

Effective against (bacteria*) (fungi)(virus*)(germs**): {insert 'A – B' organisms from list on page 9}

Eliminate odors at the source and in the air

Eliminates odors at their source

Eliminates (germs**) (and) (odors) on hard non porous surfaces that you come into contact with everyday.

Eliminates (removes) odors (caused by) (bacteria*)(germs**) (mildew)

Eliminates (Removes) (bacteria*) (fungi*) (viruses*) (germs**) from {insert USE SURFACES from list on page 10}

Fights germs and odors

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Fights the Flu Virus[†] (on hard non-porous surfaces)
Flu Virus[†] Control (on hard non-porous surfaces)
(For use in) (homes) (as a) (disinfectant)
(Freshens) (Cleanses) (Cleans) (Sanitizes) air and Kills bacteria* (disclaimer* on hard non-porous surfaces)
Gets rid of odors by killing the germs** (that cause them)
Gets to the heart of odors
Great for spot disinfection – target performance
Helps prevent the build-up of odors by killing odor-causing bacteria* (on hard non-porous food contact surfaces)
Keeps (controlling) (killing) odor-causing germs (bacteria*).
Keeps (eliminating)(controlling)(killing) odor-causing germs**.
Keeps on (controlling) (killing)odor causing germs**.
Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs**) that cause odor.
Kills (disinfects) against (insert 'A – B– C' organism from list on page 9)
Kills 99.9% of germs** and odor causing bacteria
Kills 99.9% of germs** and odor causing bacteria so odors do not come back
Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)
Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source
Kills germs**, helps your house (home) smell cleaner
Kills germs** (whenever) (where-ever) you need it
Kills (Eliminates) (Destroys) bacteria at its source and Freshens air
Kills (household) (kitchen) germs**
Kills Influenza A (Flu virus)
Kills (kitchen)(household)(bathroom)(germs**)(bacteria*)(fungi)
Kills more than 99.9% of bacteria* and viruses[†]
Kills (most) Household germs**
Kills the (Influenza) (flu) virus[†]
Kills (the following) (household) (kitchen) (germs**)(bacteria)(viruses[†])(fungi): {insert 'A – B– C' organisms from list on page 9} (in 5 (10) minutes)
Kills (bacteria*)(germs**)
Prevents the growth of mold and mildew (on) (in) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}
On hard, non-porous, non-food contact surfaces this product kills the following (bacteria*)(virus[†])(fungi)(germs**): {insert 'A – B' organisms from list on page 9}
Surface Disinfectant
(This product) (controls) (kills) the (germs**), (bacteria*) that cause unpleasant odors (at the source).
(This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
(This product) (disinfects) (and) (sanitizes) the following surfaces {insert use surface from list on page 10}
(This product) (disinfects) (and) (sanitizes) (in) (the following areas) {insert USE SITES from list on page 10}
(This product) (eliminates) (kills) germs** on surfaces and (removes) odors in the air
(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.
(This product) kills {insert 'A – B' organisms from list on page 9} (in 10 minutes)
(This product) kills the germs** that cause (bad) odors

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format Cont. >>

(This product) kills bacteria* on environmental surfaces in your home and in public places.
(This product) kills (the following virus[†]) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes)
(This product) prevents odors at their source caused by (germs**), (bacteria*)
Treats, does not cover up
Use this product (in) (under) (around) (on) {insert use site from list on page 10}
Use this product (on) {insert USE SURFACES from list on page 10}

Kills 99.9% of (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}
Kills 99.9% of germs** and odor causing bacteria* (on hard surfaces)
Kills 99.9% of odor causing (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}

(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)

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******(This product) kills 99.9% of (Staphylococcus aureus) (Salmonella enterica) (Pseudomonas fluorescens) (Escherichia coli) (Escherichia coli O157:H7) (Proteus mirabilis) and (Influenza A) (Candida albicans) on hard, non-porous surfaces in 10 minutes

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

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<< **Back Panel - Use directions IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable** >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for air sanitization>>

(For Air Sanitization) (To Sanitize the Air): Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Preclean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 10 seconds and allow to air dry.

To Disinfect: Let stand for (ten) (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous Surfaces): Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< **Advisory Statements** >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics.
Does not harm most (bathroom) (restroom) surfaces.
For other surfaces, spot test in an inconspicuous area.
Do not use on utensils, glasses and dishes.

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<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

- << A. 10-min Disinfection against Bacteria >> (Methicillin Resistant) *Staphylococcus aureus* (Staph) (MRSA) (ATCC # 33592)
Staphylococcus aureus (Staph) (ATCC # 6538)
Salmonella enterica (Salmonella) (ATCC # 10708)
Pseudomonas fluorescens (ATCC # 6972)
Escherichia coli (E. coli) (O157:H7) (ATCC # 43888)
Proteus mirabilis (ATCC # 25933)
- << B. 5 Min. Disinfection against Virus >> Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong)
- << C. 10 Min. Disinfection against Fungi >> *Candida albicans* (ATCC # 10231)
- << D. Fungistatic against Fungi >> *Aspergillus niger* (mold & mildew) (ATCC # 6275)
- << E. *** 10 second Sanitization against Bacteria >> *Enterobacter aerogenes* (ATCC # 13048)
Staphylococcus aureus (Staphylococcus) (ATCC # 6538)

Symbol Designation – sued on product labels:

Single asterisk (*)	bacteria*	used for identifying disinfection against specific bacteria
Dagger (†)	viruses†	used for identifying disinfection against specific viruses.
Double asterisk(**)	germs**	used for identifying disinfection against specific bacteria and virus and fungi.
Triple asterisk (***)	sanitizes***	used for claims of sanitization

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<< Back Panel >>

<< Surface / Use Site / Odors - May be listed on product label in plural form >>

Hard, Non-porous Surfaces: (Graphic – depicting surface)

Bathroom surfaces	Dish Racks	Marble (Synthetic)	Sealed Granite
Bed Frame	Door Knob (handle)	Marlite	Shower (Stall) (Area)
Bed Springs	Dressing carts	Metal^	Shower (curtain)(plastic)(liner)
Bidet	Drinking Fountains	Metal Blinds	Sinks (basin)
Brass	Enamel	Microwave (oven) exteriors	sealed Slate
Cat litter boxes	Faucets	Mirror	Sports equipment
Cement	Fixtures	No wax floors	Stainless Steel^
Chrome^	garbage (cans) (pails)	(non-wood) Cabinets	Table (tabletops)
clean-up carts	Glass	Non-wood) chairs	glazed Terra Cotta
sealed Concrete	Glass-topped Furniture	(non-wood) Highchair	Tin
Copper	Glazed ceramic tile	(non-wood) (Kitchen)	Telephones
Counter (Countertop)	Glazed Porcelain	(Non-wood) Outdoor	Toilet (Seats) (areas)
Crystal	sealed Grout	(patio) Furniture	(Toilet) (Urinal) Exteriors
Cuspidors	Hard non-porous surfaces	Plastic (mattress covers)	Under sinks
Desk	(Household) tools	Porcelain (tile)	Vinyl (tile)
(Diaper) changing	Laminate (surfaces)	Portable Toilet	Washable Wall
(Counters) (tables)	Lamps	Recycling bins	Wheelchairs
Diaper Pails	Linen carts	Refrigerators (exteriors)	Windows (windowsills)
Dish Pails	Marble (Cultured)	(Resilient)(ceramic)Floor	

^Non-Medical or Fixtures

Hard, Non-porous Use Sites: (Graphic – depicting use site)

All around the	Car	(Home) Workshop	Pet (sleeping) (areas)
(house) (home)(office)	Closets	Kid's room	Playroom
Attic	(damp) Storage Area / Room	Kitchen	Sunroom
Automobile	Den / Study	Laundry Room	Supermarket (grocery store)
Baby's room	Dining Room	litter box(es)	Tool Shed
(musty) Basement	Dorm	Living Room	Vacation home
Bathroom	Family Room	lockers	Vehicles
Bedroom	Garage	Mobile Home	Virtually any
Boat	Home / House	Mud Room	area of the (home) (office)
Camper	Home office	Nursery	

ODORS

bacterial (odors)	garbage (can) (pail) (odors)	non-bacterial (odors)
basement (odors)	kitchen (odors)	pet (sleeping area) (odors)
bathroom (odors)	(family) (pet) (dog) (cat) (odors)	sick room (odors)
cat litter (odors)	food (odors)	smell(y) (odors)
cigar (smoke) (odors)	laundry (room) (basket) (odors)	smoke (odors)
cigarette (smoke) (odors)	litter box (odors)	stink(y) (odors)
cooking (odors)	mildew (odors)	tobacco (smoke) (odors)
(dirty) diaper (pail) (odors)	mold (odors)	toilet (odors)

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, { optional text }, [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "X" is a place holder for a number between 1 to 99.

<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Do not spray directly in eyes.

FIRST AID	
If in eyes:	<ul style="list-style-type: none">Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722 (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

<< Storage and Disposal language >>

STORAGE AND DISPOSAL:

PESTICIDE STORAGE: Do Not Puncture or Incinerate! Store in original container in areas inaccessible to small children.

PESTICIDE AND CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

<< Optional Fruit Graphic Images >>

Image 5



NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

21-Day Screen of Amendment
(Completed by Contractor)

21-day Expires on 11-24-15

Document Part Of: 777-101
MRID, If Any: 497484

Content Screen: Recommended to
Pass/Fail

11-3 Review: Passed/Failed/NA

Overall Status: Pass/Fail

Document returned to:

JACQUELINE HARDY

inve Technical Screen Due Date: 11/5/2015

chnical Screen Due Date: 11/11/2016

decisional Due Date: 3/11/2016

PRIA 3 – 21 Day Content Screen Review Worksheet

(EPA/OPP Use Only)

September 2012

21 Day Screen Start Date: 11-3-15

Experts In-Processing Signature: B.B. Date 11-5-15 Fee Paid: Yes ☒

Division management contacted on issues No ☐ Yes ☐ Date _____

EPA Reg. Number: <u>777-101</u>		EPA Receipt Date: <u>11-3-15</u>			
Items for Review			Yes	No	N/A*
1	Application Form (EPA Form 8570-1) signed & complete including package type		X		
2	Confidential Statement of Formula all boxes completed, form signed, and dated (EPA Form 8570-4)				X
	a) All <u>inerts</u> , including fragrances, approved for the proposed uses (see Footnote A) <i>pg 14/15 to review</i>	yes	no		
3	Certification with Respect to Citation of Data (EPA Form 8570-34) completed and signed (N/A if 100% repack)		X		
	Certificate and data matrix consistent		X		
	If applicant is relying on data that are compensable, is the offer to pay statement included. (see Footnote B)	yes	no		
	If applicable, is there a letter of Authorization for exclusive use only.				
4	Formulator's Exemption Statement (EPA Form 8570-27) completed and signed (N/A if source is unregistered or applicant owns the technical)		X		
	Data Matrix (EPA Form 8570-35) both internal and external copies (PR 98-5) completed and signed (N/A if 100% repack)		X		
5	a) Selective Method (Fee category experts use)	yes	no		
	b) Cite-All (Fee category experts use)	X			
	c) Applicant owns all data (Fee category experts use)				
6	5 Copies of <u>Label</u> (Electronic labels on CD are encouraged and guidance is available)		X		
7	Is the data package consistent with PR Notice 86-5		X		
8	Notice of Filing included with petitions				X

9	If applicable for conventional applications, <u>reduced risk rationale</u>			X
10	<u>Required Data</u> and/or data waivers. See Footnote C.			
	a) List study (or studies) not included with application			
<p>Comments:</p> <p>Documentation: <u>Pass</u> or Fail</p> <ul style="list-style-type: none"> - Certification with Respect to Citation is unsigned - Submitter / Contacted 11/6/15 - Correction on the way per Submission 11-16-15 (see - email) <p>Ints: <u>Pass</u> or Fail</p> <ul style="list-style-type: none"> - No Ints to Review, no CSF <p>PRN Ints: <u>Pass</u> or Fail</p> <ul style="list-style-type: none"> - MRID 497484 <p>Overall Status: <u>Pass</u> or Fail</p>				

* N/A – Not Applicable

Footnotes

A. During the 21 day initial content review, all CSFs will be reviewed to determine whether all inerts listed, including fragrances, are approved for the proposed uses or have an application pending with the Agency. If an unapproved inert with no application pending with the Agency is identified, the applicant must either 1) resolve the inert issue by, for example, removing the inert, substituting it with an approved inert, submitting documentation that EPA approved the inert for the proposed pesticidal uses, correcting mistakes on the CSF, etc. or 2) provide the data to support OPP approval of the inert or 3) withdraw the application. Removing or substituting an inert ingredient will require a new CSF and may require submission of data. All information, forms, data and documentation resolving the inert issue must have been received by the Agency or the application withdrawn within the 21 day period, otherwise, the Agency will reject the application as described below.

To successfully complete this aspect of the 21 day initial content screen, applicants are **strongly encouraged** to verify that all inert ingredients have been approved for the application's uses or have an application pending with the Agency **even if a product is currently registered** by consulting the inert Web site and if the inert is not approved nor has an application pending with the Agency, **to obtain the necessary inert approval prior to submitting an application to register a pesticide product containing that inert ingredient.** Some inert ingredients are no longer approved for food uses or certain types of uses. The name and/or CAS number on a CSF must match the name and CAS number on this web site. Simple typographical errors in the name or CAS number have resulted in processing delays.

If an inert is not listed on the inert ingredient web site and the applicant believes that the inert has been approved, the applicant should contact the Inert Ingredient Assessment Branch (IIAB) at inertsbranch@epa.gov and resolve the issue. Copies of the correspondence with IIAB resolving the issue should accompany the application. All new inerts except PIP inerts are reviewed by IIAB. The IIAB should also be contacted for any questions on what supporting data needs to be submitted for and the Agency's inert review process. Questions on PIP inerts should be directed to the Chief of Microbial Pesticides Branch.

When a brand, trade, or proprietary name of an inert ingredient is listed on a CSF, additional information such as an alternate name of the inert, CAS number or other information must also be included to enable the Agency to determine if it has been approved. Each component of an inert mixture (including a fragrance) must be identified. In some cases, the supplier of the mixture or fragrance may need to provide this information to the Agency. Prior to the Agency's receipt of an application, applicants must arrange with a proprietary mixture or fragrance supplier to provide the component information to the Agency or promptly upon EPA's request. If the inert ingredients in a proprietary blend (including fragrances) cannot or are not identified or provided within the 21-day content review period, the Agency will reject the application.

During the 21 day content review, applicants should submit information to the individual identified by the Agency when the applicant is informed of an unapproved inert.

Unapproved Inerts Identified on CSFs

All applications except conventional new products and PIPs

Once an unapproved inert is identified on a CSF, the Agency will contact the applicant with the following options:

1. Correct the application by, for instance, correcting the inert's identity or CAS number, providing documentation that the inert has been approved, or removing the unapproved inert from the CSF or replacing it with one that is approved for the application's uses; or
2. Provide the required information necessary to identify an inert approval application that is pending with the Agency; or
3. Submit the information and data needed for the Agency to approve the unapproved inert. If this option is selected and implemented, the Agency may request an extension in the PRIA decision review timeframe to accommodate the inert review/approval process;
4. Withdraw the application (the Agency retains 25% of the full fee for the fee category estimated); or

If none of these options is selected and implemented by the applicant within the 21 day content review period, the Agency will reject the application and retain 25% of the full fee of the category identified.

Conventional New Product Applications

When the Registration Division identifies an unapproved inert on a CSF with an application for a new product that the applicant has not identified as requiring an inert approval (R300 or R301), it will contact the applicant with the following options:

1. Correct the application by, for instance, correcting the inert's identity or CAS number, providing documentation that the inert has been approved, or removing the unapproved inert from the CSF or replacing it with one that is approved for the application's uses; or
2. Submit the information and data needed for the Agency to approve the unapproved inert, including any required petition to establish or amend a tolerance or exemption from a tolerance. (This option may change the PRIA category for the application, which could require a longer decision review time and a larger fee. If additional fees are due, they must be received by the Agency within the 21 day content review period.)

3. Withdraw the application (the Agency retains 25% of the full fee for the fee category estimated); or

If none of the above options is selected and implemented during the 21-day content-review period, the Agency will reject the application and retain 25% of the appropriate fee for the new product-inert approval category.

PIP Applications

When the Biopesticide and Pollution Prevention Division identifies an unapproved inert on a PIP CSF and a request to approve the inert does not accompany the application, it will contact the applicant with the following options:

1. Correct the application by, for instance, correcting the spelling or name of the inert to that in 40 CFR 174, or providing documentation that the inert has been approved; or
2. Submit the information and data needed for the Agency to approve the unapproved inert. If an inert ingredient tolerance exemption petition is required, the petition must be received by the Agency and the B903 fee paid within the 21 day period. If this option is selected and implemented, the Agency will discuss harmonizing the timeframe for both actions.
3. Withdraw the application (the Agency retains 25% of the full fee for the fee category estimated); or

If none of the above options is selected and implemented during the 21 day content review period, the Agency will reject the application and retain 25% of the fee.

B. A policy on documentation of offers to pay is still being developed, however, for a me-too or fast track (similar/identical) new product, R300 or A530, an application without the necessary authorizations of offers to pay will be placed into either R301 or A531. The Agency recommends that authorizations of offers to pay be submitted with other PRIA applications to avoid delays in the Agency's decision.

C. Biopesticide applicants are advised to contact the Agency and discuss study waivers prior to submitting their application to the Agency. Documentation of such discussions should be submitted with the study waiver.

Varner, Stephanie

From: De Carlo, Jennifer <Jennifer.DeCarlo@rb.com>
Sent: Monday, November 16, 2015 12:42 PM
To: Varner, Stephanie
Subject: RE: Submission to EPA: ADP 10106 (EPA Reg. No. 777-101)

Dear Ms. Varner,

Thank you for your e-mail. I will go ahead and send a signed version of the Certification with Respect to Data Citation form to Geri McCann via CD today.

If there is anything else you need regarding this registration action, please do not hesitate to contact me.

Best regards,
Jennifer



HEALTH • HYGIENE • HOME



Proud to be a Game Changer - Click [here](#) for more details

From: Varner, Stephanie [mailto:Varner.Stephanie@epa.gov]
Sent: Monday, November 16, 2015 12:04 PM
To: De Carlo, Jennifer
Subject: Submission to EPA: ADP 10106 (EPA Reg. No. 777-101)

Dear Ms. DeCarlo,

My name is Stephanie Varner, and I am a contractor with the EPA. I am contacting you in regards to your submissions in support of the product ADP 10106 (EPA Reg. No. 777-101). We have found a few deficiencies with the submissions that will need to be addressed:

1. The Certification with Respect to Citation is not signed. Please send an updated version to Geri McCann, mccann.geri@epa.gov, via CD.

Best,

Stephanie Varner

Contractor, US EPA
2777 S. Crystal Drive, S-4813
Arlington, VA 22202
(703) 347-0240
Email: varner.stephanie@epa.gov

NOTICE



Please Consider the Environment before printing this Email

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<< Front Panel >>

ACTIVE INGREDIENTS:

Triethylene Glycol 5.40%
Alkyl (50% C₁₄, 40% C₁₂, 10% C₁₆)
dimethyl benzyl ammonium saccharinate 0.05%

OTHER INGREDIENTS: 94.55%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See (back) (side) panel for additional precautionary statements.

(NET WT.): 0.5 OZ. (14 g)
1.0 OZ. (28 g)
1.5 OZ. (42 g)
7.0 OZ. (198 g)
7.4 OZ. (209 g)
8 OZ. (226 g)
9 OZ. (255 g)
10 OZ. (283 g)
12 OZ. (340 g)
15 OZ. (425 g)
16 OZ. (454g)
18 OZ. (1 LB, 2 OZ.) (510 g)
19 OZ. (1 LB, 3 OZ.) (538 g)
Total: 20 OZ. (1 LB, 4 OZ.) 566 g

<< Front or Back Panel >>

EPA Reg. No.: 777-101
EPA Est. No.: 777-NJ-2
13891-IN-001
61203-MA-001

See bottom or side (for Lot/Date code)

Federal regulations prohibit CFC propellants in aerosols.

Graphic Symbol (Contains no CFCs or other ozone depleting substances)

<< Back Panel >>

Questions? (symbol of telephone) (1-800-228-4722) (1-xxx-xxx-xxxx)

For ingredient (and other) information, (www.rbnainfo.com)

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)

Made in (insert country) © RB (insert year)

<< Back Panel – Optional text >>

Steel Recycling Symbol
Please recycle when empty



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb)

Important facts (about this product):

This can is made from an average of (xx)% recycled steel (xx% post-consumer).

Important: For directions for use and first aid instructions in Spanish, please call (insert phone number)

Encourage your local authorities to establish a program to recycle this (can) (container).

(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>

(Licensed under) U.S. Patent Number 6,610,648 << Givaudan formula >>

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Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

Disinfects, deodorizes with new fresh, clean fragrance	New and Improved (Technology) (formula)	(New) (Patented) (Technology) (formula)
New	New Fragrance	New Scent
(New) Advanced Odor Control (Formula) (Technology)	(New) Improved Odor (Elimination) (Eliminator) (Technology)	New Size
(New) Advanced Odor (Elimination) (Eliminator) (Technology)	(New) Improved Technology	(New) Ultimate Odor Eliminator
New (Advanced) (Patented) Technology	New {insert fragrance name} (scent)	

<< Product Descriptors >>

2 in 1	Disinfectant	Mildewcide
Absolutely Fresh	Disinfectant Spray	Multi-Purpose
Air + Surface	Disinfects	Multi-Room
Air and Surface Sanitizer	Double Action	Multi-Surface
Air Sanitizer	Dual Action	Odor Eliminator
Air Sanitizer & Surface Disinfectant	Dual Purpose	Odor Remover
Air Treatment	Duo	Odor Destroyer
All in One	Finishing Touch	Odor Buster
All Over Freshness	Fresh Air	Odor Sweeper
Antibacterial Action	Freshness Enhancer	Sanitizer
Antibacterial Spray	Fungicidal	Sanitizing Spray
Bactericidal	Fungistat	Twin
Bactericide	Mildewcidal	Universally Fresh
Clean & Fresh (Scent)		

<< Fragrance Descriptors >>

Blissful Escape Scent	Marine Coral Scent	Summer Sunset Scent
Calming Tides Scent	MORNING DEW Scent	Sundrenched Garden Scent
Citrus Scent	Morning Linen Scent	Sun-Kissed Linen Scent
Coral & Ocean Breeze Scent	Moonlight Dream Scent	Sunny Fields Scent
Coral Summer Scent	Ocean Escape Scent	Sunset Calm Scent
Crisp Linen Scent	Pacific Mist Scent	Sun Sparkle Scent
Fragrance Free	Pure Shores Scent	Warmth & Light Scent
Fresh Laundry Scent	Pure Zen Scent	WHITE BLOSSOM Scent
Fresh Scent	Shimmering Sunrise Scent	Wind Blown Sheets Scent
Ginger & Green Tea Scent	Soothing Chai Scent	Zen Calm Scent
Herbal Renewal Scent	SPARKLING WATERS Scent	Zen Escape Scent
Lavender Mist (Scent)	Summer Coral Scent	

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<< Packaging Claims >>

Better Value	Limited Time (offer) (value) (bonus) (pack)	Travel Pack
Big	Multi-Pack	Travel Size
Bonus Pack	Mega Value Pack	Trial Size
<u>Buy X Get X Free</u>		
Club Pack	Mega Value Size	Value-Pack
Club Size	Personal Size	Value Size
Convenient Size	Purse Size	60% (Bonus) (More) (Free)
Discreet Size	Save Money By Buying Our Convenient Club Pack Size!	Up to 100 uses per can
Economy Size	Special Pack	X% (Bonus) (More) (Free)
16 oz. for the price of 10 oz.	60% (more for) free	60% bonus
16 oz. at the price of 10 oz.	6 oz. (more for) free	6 oz. bonus

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Fragrance Related Claims >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).
Complete Freshness
Destroy odors
For a (fresher) (healthier) home
For (exceptional) (extraordinary) freshness
For freshness that lasts
(For) Long lasting freshness
(For) ultimate freshness
Fresh air
Freshness lasts
Remarkable Freshness
(Simply) Air so clean you can smell the freshness
(Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)
(This product) Leaves (behind) a (fresh) (light) (clean) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)
(This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance
(This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)
(This product) Leaves (no odors behind) (an odor free room)
(This product) lets you open your door to a clean and fresh smelling home.
(This product) Makes your home a fresher place to be.
Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home)
(Use this product for) Ultimate Freshness

<< Brand Claims >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors caused by bacteria in the air) (odors caused by airborne bacteria)
Because it's from (the makers of) Lysol, you can trust it (to temporarily reduce airborne bacteria) (to temporarily reduce bacteria in the air).
Helps protect your family from odor causing bacteria (with this product)
(Life Stinks:) (Neutra Air) (your odors) (it)
(This product) (is) from the makers of Lysol (brand products)

please remove

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "X" is a place holder for a number between 1 to 99.

<< Formulation Claims >>

Our Best Ever (formula) (Technology)

(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them (and effectively make them odorless.)

This product contains (patented technology) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)

(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< Use Site Claims >>

Great for bathrooms!

(This product) can be used (insert USE SITES from list on page 10)

Use (this product) to temporarily reduce (the number of) (odor-causing bacteria) in your (insert USE SITES from list on page 10)

Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your (insert USE SITES from list on page 10)

Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

<< Odor Removing Claims >>

3 in 1 – odor elimination (air sanitization) (surface disinfection)

Cleans (cleanses) (your air of odors) (the air you breathe)

Clean the air with (this product)

Directly targets source of odors

Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness) (and in the air)

Eliminate (removes) (controls) (destroys) bacterial odors (in the air)

Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria (in the air)

Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) (insert ODORS from list on page 10) (caused by odor-causing bacteria)

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) (insert ODORS from list on page 10) unlike air fresheners (that) (which) only mask odors (temporarily).

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around) (such as) (insert ODORS from list on page 10) (insert list of ROOMS from the USE SITES list on page 10)

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily.

Eliminate tough odors such as bathroom odors, pet odors, smoke and food odors

Eradicate odors.

Get odors out with (this product)

Kills (99.9%) of odor-causing bacteria

Kills (99.9% of) (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)

Kills (eliminates) (reduces) (controls) (list of ODORS from list on page 10) (odors) (caused by) (airborne) odor-causing bacteria.

Leaves no odors behind

(This product) (...) air so clean you can smell the freshness

Odor (elimination) (elimination)

Odor fighter

Solve odor problems at the source (with this product)

Targets odor causing bacteria for long lasting freshness

(This product) cleans the air we breathe

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This product) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)

(This product) eliminates odors by (removing) (killing) (controlling) odor causing bacteria (in the air)

(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.

(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) (insert ODORS from list on page 10)

Ultimate odor eliminator

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, { optional text }, [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

Unlike air fresheners that only mask odors temporarily, this product destroys odors in the air and kills 99.9% of odor-causing bacteria at the source, so odors do not come back
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors
Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness
Unlike air fresheners, which only mask odors temporarily, (this product) eliminates {insert ODORS from list on page 10}.
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list on page 10}
(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
Works to eliminates odors.

<< Bacterial Claims >>

Clean(s) (cleanse) your air of bacteria and their (bad) (odors) (smells) (stinks)
Keeps odors away by (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.
Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria in the air.
(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors)
(This product) (controls) (kills) (eliminates) (destroys) odor-causing airborne bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) airborne odor-causing bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) (kills) (destroys) (controls) (reduces) (eliminates) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (controls) (destroys) (eliminates) (reduces) (Removes) odor causing airborne bacteria (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria in the air – unlike air fresheners, which only mask odors.
(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on page 10} (in the air)
(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list on page 10}
(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on page 10}

<< Air Sanitizing Claims >>

It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria) (airborne bacteria)
(This product) (Cleans) (Sanitizes) the air (you breathe) (from odor-causing bacteria)
(This product) (Cleans) (Sanitizes) the air by temporarily (reducing) (removing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)
(This product) refreshes the air
Sanitizes the air (you breathe) (in your home)

<< Temporarily Action Claims >>

Temporarily reduces odor-causing (airborne) bacteria in the air
(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in virtually any room (to leave your home smelling clean and fresh)
(This product) (Helps) (temporarily reduce) the number of airborne odor-causing bacteria (in any room) {insert ROOM from USE SITES list on page 10}

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants
(This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (airborne bacteria) (odor-causing bacteria in the air) (odor causing bacteria in the air)
(This product) temporarily (reduces) (Removes) (Sweeps away) odor causing bacteria from (insert ODORS from list on page 10)
(Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying odors) (temporarily reducing) (sweeping away) (odors) (temporarily reducing airborne odor-causing bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Sanitizing – Hard non-porous, non-food contact surface claims >>

(front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in (insert USE SITES from list on page 10))
Fast Acting (Sanitizer)
Great for use as a non-food contact surface sanitizer in (insert USE SITES from list on page 10).
Kills (Destroys) (Eliminates) 99.9% of bacteria*** on hard, non-porous surfaces
Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 10 seconds.***
Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 10 seconds.***
Kills (99.9%) (of) (household) bacteria in (10 seconds) on hard, non-porous surfaces.***
Leaves (household) surfaces sanitized
(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria*** and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)
Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (10 seconds).
Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 10 seconds.
Sanitizer (Sanitizes)
10 seconds is all it takes to kill 99.9% of bacteria.***

(back panel qualifier)

***Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 10 seconds.

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

Air freshener that Kills odor causing bacteria*
An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.
(Controls)(Kills) odor-causing (germs**) (bacteria*)
Controls kitchen odors caused by bacteria*.
Controls pet odors caused by (bacteria*) (fungi).
Controls the flu virus (on hard non-porous surfaces)
Deodorizes by killing (many) (bacteria*) (germs**) (fungi) that cause odors, (ordinary non-germicidal sprays can't do this)
Disinfection Control (Formula)
Disinfects (insert 'A – B' organisms from list on page 9) on hard non-porous surfaces.
Disinfects hard non-porous (food) (non-food) contact surfaces (in (insert USE SITES from list on page 10))
Disinfects ((insert USE SITES from list on page 10)) (and) ((insert USE SURFACES from list on page 10))
Disinfects and deodorizes by killing common (household) germs** and controlling their odors.
Disinfects (sanitizes) and deodorizes by killing common (household) bacteria* and controlling their odors.
Dries quick, kills (germs**) quick
Effective against (bacteria*) (fungi)(virus1)(germs**): (insert 'A – B' organisms from list on page 9)
Eliminate odors at the source and in the air
Eliminates odors at their source
Eliminates (germs**) (and) (odors) on hard non porous surfaces that you come into contact with everyday.
Eliminates (removes) odors (caused by) (bacteria*)(germs**) (mildew)
Eliminates (Removes) (bacteria*) (fungi*) (viruses*) (germs**) from (insert USE SURFACES from list on page 10)
Fights germs and odors

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Fights the Flu Virus† (on hard non-porous surfaces)
Flu Virus† Control (on hard non-porous surfaces)
(For use in) (homes) (as a) (disinfectant)
(Freshens) (Cleanses) (Cleans) (Sanitizes) air and Kills bacteria* (disclaimer* on hard non-porous surfaces)
Gets rid of odors by killing the germs** (that cause them)
Gets to the heart of odors
Great for spot disinfection – target performance
Helps prevent the build-up of odors by killing odor-causing bacteria* (on hard non-porous food contact surfaces)
Keeps (controlling) (killing) odor-causing germs (bacteria*).
Keeps (eliminating)(controlling)(killing) odor-causing germs**.
Keeps on (controlling) (killing)odor causing germs**.
Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs**) that cause odor.
Kills (disinfects) against {insert 'A – B– C' organism from list on page 9}
Kills 99.9% of germs** and odor causing bacteria
Kills 99.9% of germs** and odor causing bacteria so odors do not come back
Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)
Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source
Kills germs**, helps your house (home) smell cleaner
Kills germs** (whenever) (where-ever) you need it
Kills (Eliminates) (Destroys) bacteria at its source and Freshens air
Kills (household) (kitchen) germs**
Kills Influenza A (Flu virus)
Kills (kitchen)(household)(bathroom)(germs**)(bacteria*)(fungi)
Kills more than 99.9% of bacteria* and viruses†
Kills (most) Household germs**
Kills the (Influenza) (flu) virus†
Kills (the following) (household) (kitchen) (germs**)(bacteria)(viruses†)(fungi): {insert 'A – B– C' organisms from list on page 9} (in 5 (10) minutes)
Kills (bacteria*)(germs**)
Prevents the growth of mold and mildew (on) (in) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}
On hard, non-porous, non-food contact surfaces this product kills the following (bacteria*)(virus†)(fungi)(germs**): {insert 'A – B' organisms from list on page 9}
Starts to kill on contact
Surface Disinfectant
(This product) (controls) (kills) the (germs**), (bacteria*) that cause unpleasant odors (at the source).
(This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
(This product) (disinfects) (and) (sanitizes) the following surfaces {insert use surface from list on page 10}
(This product) (disinfects) (and) (sanitizes) (in) (the following areas) {insert USE SITES from list on page 10}
(This product) (eliminates) (kills) germs** on surfaces and (removes) odors in the air
(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.
(This product) kills {insert 'A – B' organisms from list on page 9} (in 10 minutes)
(This product) kills the germs** that cause (bad) odors

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format Cont. >>

(This product) kills bacteria* on environmental surfaces in your home and in public places.
(This product) kills (the following virus†) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes)
(This product) prevents odors at their source caused by (germs**), (bacteria*)
Treats, does not cover up
Use this product (in) (under) (around) (on) {insert use site from list on page 10}
Use this product (on) {insert USE SURFACES from list on page 10}

Kills 99.9% of (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}
Kills 99.9% of germs** and odor causing bacteria* (on hard surfaces)
Kills 99.9% of odor causing (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}

(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)

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******(This product) kills 99.9% of (Staphylococcus aureus) (Salmonella enterica) (Pseudomonas fluorescens) (Escherichia coli) (Escherichia coli O157:H7) (Proteus mirabilis) and (Influenza A) (Candida albicans) on hard, non-porous surfaces in 10 minutes

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

<< Back Panel - Use directions **IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable** >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for air sanitization >>

(For Air Sanitization) (To Sanitize the Air): Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Preclean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 10 seconds and allow to air dry.

To Disinfect: Let stand for (ten) (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous Surfaces): Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< Advisory Statements >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics.
Does not harm most (bathroom) (restroom) surfaces.
For other surfaces, spot test in an inconspicuous area.
Do not use on utensils, glasses and dishes.

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<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

- | | |
|--|---|
| << A. 10-min Disinfection against Bacteria >> | (Methicillin Resistant) <i>Staphylococcus aureus</i> (Staph) (MRSA) (ATCC # 33592)
<i>Staphylococcus aureus</i> (Staph) (ATCC # 6538)
<i>Salmonella enterica</i> (Salmonella) (ATCC # 10708)
<i>Pseudomonas fluorescens</i> (ATCC # 6972)
<i>Escherichia coli</i> (E. coli) (O157:H7) (ATCC # 43888)
<i>Proteus mirabilis</i> (ATCC # 25933) |
| << B. 5 Min. Disinfection against Virus >> | Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong) |
| << C. 10 Min. Disinfection against Fungi >> | <i>Candida albicans</i> (ATCC # 10231) |
| << D. Fungistatic against Fungi >> | <i>Aspergillus niger</i> (mold & mildew) (ATCC # 6275) |
| << E. *** 10 second Sanitization against Bacteria >> | <i>Enterobacter aerogenes</i> (ATCC # 13048)
<i>Staphylococcus aureus</i> (<i>Staphylococcus</i>) (ATCC # 6538) |

Symbol Designation ^{used} ~~used~~ on product labels:

Single asterisk (*) bacteria*	used for identifying disinfection against specific bacteria
Dagger (†)	viruses [†] used for identifying disinfection against specific viruses.
Double asterisk(**)	germs** used for identifying disinfection against specific bacteria and virus and fungi.
Triple asterisk (***)	sanitizes*** used for claims of sanitization

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<< Back Panel >>

<< Surface / Use Site / Odors - May be listed on product label in plural form >>

Hard, Non-porous Surfaces: (Graphic – depicting surface)

Bathroom surfaces	Dish Racks	Marble (Synthetic)	Sealed Granite
Bed Frame	Door Knob (handle)	Marlite	Shower (Stall) (Area)
Bed Springs	Dressing carts	Metal^	Shower (curtain)(plastic)(liner)
Bidet	Drinking Fountains	Metal Blinds	Sinks (basin)
Brass	Enamel	Microwave (oven) exteriors	sealed Slate
Cat litter boxes	Faucets	Mirror	Sports equipment
Cement	Fixtures	No wax floors	Stainless Steel^
Chrome^	garbage (cans) (pails)	(non-wood) Cabinets	Table (tabletops)
clean-up carts	Glass	Non-wood) chairs	glazed Terra Cotta
sealed Concrete	Glass-topped Furniture	(non-wood) Highchair	Tin
Copper	Glazed ceramic tile	(non-wood) (Kitchen)	Telephones
Counter (Countertop)	Glazed Porcelain	(Non-wood) Outdoor	Toilet (Seats) (areas)
Crystal	sealed Groute	(patio) Furniture	(Toilet) (Urinal) Exteriors
Cuspidors	Hard non-porous surfaces	Plastic (mattress covers)	Under sinks
Desk	(Household) tools	Porcelain (tile)	Vinyl (tile)
(Diaper) changing	Laminate (surfaces)	Portable Toilet	Washable Wall
(Counters) (tables)	Lamps	Recycling bins	Wheelchairs
Diaper Pails	Linen carts	Refrigerators (exteriors)	Windows (windowsills)
Dish Pails	Marble (Cultured)	(Resilient)(ceramic)Floor	

^Non-Medical or Fixtures

Hard, Non-porous Use Sites: (Graphic – depicting use site)

All around the	Car	(Home) Workshop	Pet (sleeping) (areas)
(house) (home)(office)	Closets	Kid's room	Playroom
Attic	(damp) Storage Area / Room	Kitchen	Sunroom
Automobile	Den / Study	Laundry Room	Supermarket (grocery store)
Baby's room	Dining Room	litter box(es)	Tool Shed
(musty) Basement	Dorm	Living Room	Vacation home
Bathroom	Family Room	lockers	Vehicles
Bedroom	Garage	Mobile Home	Virtually any
Boat	Home / House	Mud Room	area of the (home) (office)
Camper	Home office	Nursery	

ODORS

bacterial (odors)	garbage (can) (pail) (odors)	non-bacterial (odors)
basement (odors)	kitchen (odors)	pet (sleeping area) (odors)
bathroom (odors)	(family) (pet) (dog) (cat) (odors)	sick room (odors)
cat litter (odors)	food (odors)	smell(y) (odors)
cigar (smoke) (odors)	laundry (room) (basket) (odors)	smoke (odors)
cigarette (smoke) (odors)	litter box (odors)	stink(y) (odors)
cooking (odors)	mildew (odors)	tobacco (smoke) (odors)
(dirty) diaper (pail) (odors)	mold (odors)	toilet (odors)

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<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Do not spray directly in eyes.

FIRST AID	
If in eyes:	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722 (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

<< Storage and Disposal language >>

STORAGE AND DISPOSAL:

PESTICIDE STORAGE: Do Not Puncture or Incinerate! Store in original container in areas inaccessible to small children.

PESTICIDE AND CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

<< Optional Fruit Graphic Images >>

Image 5



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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

November 4, 2015

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

OPP Decision Number: D-510796
EPA File Symbol or Registration Number: 777-101
Product Name: ADP 10106
EPA Receipt Date: 03-Nov-2015
EPA Company Number: 777
Company Name: RECKITT BENCKISER LLC.

JENNIFER DECARLO
RECKITT BENCKISER LLC.
D/B/A RECKITT BENCKISER
399 INTERPACE PARKWAY
PARSIPPANY, NJ 07054-0225

SUBJECT: Receipt of Registration Amendment Subject to Registration Service Fee

Dear Registrant:

The Office of Pesticide Programs has received your amendment and certification of payment. If you submitted data with this application, the results of the PRN-2011-3 screen will be communicated separately. During the administrative screen, the Office of Pesticide Programs has determined that this Action is subject to a Pesticide Registration Service Fee as defined in the Pesticide Registration Improvement Act.

The Action has been identified as Action Code: A570

AMENDMENT;NON-FAST TRACK;REQUIRING DATA REVIEW;

No additional payment is due at this time.

If you have any questions, please contact the Pesticide Registration Service Fee Ombudsman at (703) 308-6249.

Sincerely,

A handwritten signature in black ink, appearing to be "mzh".

Front End Processing Staff
Information Technology & Resources Management Division



PRISM Documentum

You are here: [EPA Home](#) » [PRISM Documentum](#) » [Inbox](#)

Inbox
Basic Search
Advanced Search
Categories Search
My Saved Searches
My Checkout
Import Internal
Import External
Log Off
Supporting Documents
• User Guide
• Document Types Guide

Info Comments Progress

ISB In Processing : 777-101 5976664 2015-11-03
Description: 777-101 5976664 2015 11-03
From: Doc Admin
Received: 11/4/2015 10:30 AM
Workflow Instructions:

976664 : Comments

Comment	Author	Date ▲
NON-PRIA -Amend ment: Resubmission: PRIA: IF PRIA, the REQUESTED ACTION CODE =A570 IF PRIA, the GRANTED ACTION CODE = A570 Amount due = 3,831 Parent action = Child action = Other Remarks = Fee Waiver requested? 50%[] 75 %[] IR-4 related submission: Y/N Similarity Clinic? Y/N	Henson, Wanda	11/4/2015 10:29 AM

Add

DER
DP 430479

777-101

D#510796

S: 976664 Milestone Email: jennifer.decarlo2@rb.com

Regulatory Type: Product Registration - Section 3
Application Type: Amendment
Company: 777 RECKITT BENCKISER LLC.

Resubmission: Yes No
Fee For Service: Yes No
Billable: Yes No
V

Print Letter
Enter More Information
Tracking

Risk Manager: Antimicrobials Division, Risk Management Team 34

Product #: 777-101 Product Name: ADP 10106

Override#

Me Too Section3: Me Too Product Name:

Application Date: 03-Nov-2015
Front End Date: 03-Nov-2015
FFS Due Date:
OPP Target Date:



OPP Rec'd Date: 03-Nov-2015
Risk Manager Send Date:
Negotiated Due Date:



Receipt Content
Study
Electronic Label
III

Fast Track: New Ingredient:

Receipt Description:

Portal submission pkg. #8943. Label Amendment with raw data.

Max Ingredient
Request Date
New Ingredient
Received Date:

View/Edit

Form A: Signature Date:

Form B: Signature Date:



Receipt

Your payment is complete

Pay.gov Tracking ID: 25O7KGBF
Agency Tracking ID: 74901524318
Form Name: Pesticide Registration Improvement Act - Prepayment
Application Name: PRIA Service Fees

Payment Information

Payment Type: Debit or credit card
Payment Amount: \$3,831.00
Transaction Date: 11/03/2015 10:53:11 AM EST
Payment Date: 11/03/2015
Registration Number: 777-101
Company Name: Reckitt Benckiser
Company Number: 777
Action Code: A570

Account Information

Card Holder Name: Hal Ambuter
Billing Address: 23 Malibu Dr.
Billing Address 2:
City: Vernon
Country: United States
State/Province: NJ
ZIP/Postal Code: 07461
Card Type: Visa
Card Number: *****2747

Email Confirmation Receipt

Confirmation Receipts have been emailed to:
jennifer.decarlo@rb.com

DOCUMENTUM

November 3, 2015

Document Processing Desk (AMEND)
Office of Pesticide Programs (7510-P)
U.S. Environmental Protection Agency
Room 5-4900, 4th Floor
One Potomac yard
2777 S. Crystal Drive
Arlington, VA 22202
ATTN: Jacqueline Hardy, PM-34

Reference: Product File Name: ADP 10106
EPA Registration #: 777-101
Type: Label Amendment with Data Review

Dear Ms. Hardy:

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit an amendment in accordance with the Pesticide Registration Improvement Act (PRIA), code A570 (\$3,831), to amend EPA Registration 777-101, **ADP 10106**. This amendment includes the following changes:

1. Addition of the various microorganisms for 5 minute disinfection of hard non-porous surfaces and 10 second sanitization on hard, non-porous surfaces. A listing of the added microorganisms are outlined in the transmittal document and data matrix.
2. Incorporating previous notifications and non-notifications into master label

This amendment has been prepared through the electronic submission software eDossier Builder. This action corresponds to PRIA Code A570 with a fee of \$3,831 and a review time of 4 months. PRIA fee payment has been made via www.pay.gov. A copy of the payment information is included with this submission.

Product Label

A revised copy of the product master label is included in this submission. All changes from the prior approved version are indicated in red text on the marked-up copy.

Efficacy

Efficacy testing to support the additional microorganism claims is included in Volumes 2 - 4. The lots used in efficacy testing were formulated with the active ingredient at or below the lower certified limit. The chemical characterization for the lots submitted is included in each efficacy report.

You will find the following included to support this application for registration:

- 1) Application form,
- 2) Formulator's exemption form,
- 3) Certification with respect to data citation form,
- 4) Data matrices (confidential and public-releasable versions),
- 5) Proposed master label, and
- 6) PRIA pre-payment receipt (pay.gov tracking ID: 2507KGBF; Agency tracking ID: 74901524318).

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly via phone or email at 973-404-2995, or rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,



Jennifer DeCarlo
Regulatory Operations Lead
RB

Encl.

EPA		United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> Other	OPP Identifier Number
Application for Pesticide - Section I				
1. Company/Product Number 777-101		2. EPA Product Manager Jacqueline Hardy		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ADP 10106		PM# # 34		
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(1), my product is similar or identical in composition and labeling to: EPA Reg. No. Product Name		
Section - II				
<input checked="" type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Final printed labels in response to Agency letter dated _____				
<input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application				
<input type="checkbox"/> Notification - Explain below. <input type="checkbox"/> Other - Explain below				
Explanation: Use additional page(s) if necessary. (For Section I and Section II.) Application for amendment: PRIA-3 Action Code A570; cite all data citation PRIA Service Fee \$3,831.00. Pay.gov Tracking ID: 2507KGBF ; Agency Tracking ID: 74901524318				
Section - III				
1. Material This Product Will Be Packaged In:				
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" Unit Packaging wgt. No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. No. per container	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)	
*Certification must be submitted (on file)				
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input checked="" type="checkbox"/> Container		4. Size(s) Retail Container various		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product
6. Manner in Which Label is Affixed to Product		<input checked="" type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____		
Section - IV				
1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)				
Name Jennifer DeCarlo		Title Regulatory Operations Lead		Telephone No. (Include Area Code) 973-404-2995
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.				6. Date Application Received (Stamped)
2. Signature: 		3. Title: Regulatory Operations Lead		
4. Typed Name: Jennifer DeCarlo		5. Date: November 3, 2015		

DOCUMENTUM

A570 - Label amendment requiring data submission

- Must submit Group A and B product chemistry data to support a change in the manufacturing process
- Addition of public health pests requires efficacy data.
- Change in signal word requires acute toxicity data be submitted and/or referenced.
- Change from a registered to an unregistered source.

End Use (EP) or Manufacturing Use (MP) product or Technical Grade of the Active Ingredient (TGAI)

Guideline No.	Group A: Product Chemistry Data Study Title	EP Data Submitted	MP Data Submitted	TGAI Data Submitted
830.1550	Product Identity & Composition	X		
830.1600	Description of materials used to produce the product	X		
830.1650	Description of formulation process	X		
830.1670	Discussion on the formation of impurities	X		
830.1700	Preliminary analysis	X		
830.1750	Certified limits (158.345)	X		
830.1800	Enforcement analytical method	X		

Guideline No.	Group B: Product Chemistry Data Study Title	EP Data Submitted	MP Data Submitted	TGAI Data Submitted
830.6302	Color	X		
830.6303	Physical State	X		
830.6304	Odor	X		
830.6313	Stability to normal and elevated temperatures metal and metal ions			
830.6314	Oxidation/Reduction (Chemical incompatibility)	X		
830.6315	Flammability	X		
830.6316	Explosibility	X		
830.6317	Storage stability*	X		
830.6319	Miscibility	X		
830.6320	Corrosion Characteristics*	X		
830.6321	Dielectric Breakdown Voltage	X		
830.7000	pH	X		
830.7050	UV/ Visible Absorption			
830.7100	Viscosity	X		
830.7200	Melting Point			
830.7220	Boiling Point			
830.7300	Density	X		
830.7370	Dissociation Constant			
830.7550	Partition Coefficient			
830.7840	Water Solubility			
830.7950	Vapor Pressure			

Grayed out = data not required

*May not be included with initial application

A570 – Acute Toxicity Requirements

- Change in signal word requires acute toxicity data be submitted and/or referenced.

Guideline No.	Acute toxicity (6 pack) Study Title	Cite All	Selective	Waiver Request	Bridging Rational
830.1100	Acute Oral (LD50)		X		
830.1200	Acute Dermal (LD50)		X		
830.1300	Acute Inhalation (LC50)			λ	
830.2400	Acute Eye Irritation		X		
830.2500	Acute Dermal Irritation			X	
830.2600	Dermal Sensitization		X		



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

November 09, 2015

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

RECKITT BENCKISER LLC.
399 INTERPACE PARKWAY
PARSIPPANY, NJ 07054-0225

Report of Analysis for Compliance with PR Notice 11-03

Thank you for your submittal of 03-NOV-15. Our staff has completed a preliminary analysis of the material. The results are provided as follows:

Your submittal was found to be in full compliance with the standards for submission of data contained in PR Notice 11-03. A copy of your bibliography is enclosed, annotated with Master Record ID's (MRIDs) assigned to each document submitted. Please use these numbers in all future references to these documents. Thank you for your cooperation. If you have any questions concerning this data submission, please raise them with the cognizant Product Manager, to whom the data have been released.

TRANSMITTAL DOCUMENT

1. Name and Address of Submitter:

Reckitt Benckiser Inc.
 Morris Corporate Center IV
 399 Interpace Parkway
 Parsippany, NJ 07054-0225

2. Regulatory Action in Support of Which This Package is Being Submitted:

Amendment for MASTER LABEL -- ADP 10106 (EPA Reg. No. 777-101)
 PRIA Fee Category: A570 / PRIA Fee: \$3,831

3. Transmittal Date:

November 2, 2015

4. List of Submitted Studies:

Volume 1: Administrative Materials

- A) Cover letter
- B) EPA Application Form 8570-1
- C) PRIA Payment receipt, made via www.pay.gov
- D) Certification with Respect to Citation of Data form, dated November 2, 2015
- E) Formulator's Exemption Statement, dated November 2, 2015
- F) Data Matrix (Agency copy and Public copy), dated November 2, 2015
- G) Proposed Master text label with revisions/additions highlighted, dated November 2, 2015
- H) Proposed Master text label (clean version), dated November 2, 2015

Volume 2: Efficacy Data• MRID 49748401

Study Title: AOAC Germicidal Spray Method
 EPA Guideline: 810.2200
 Performance Laboratory: Accuratus Lab Services
 Study No.: A19238
 Total Pages: 38
 Organism: *Salmonella enterica*, ATCC 10708; *Staphylococcus aureus*, ATCC 6538

Volume 3: Efficacy Data• MRID 49748402

Study Title: Virucidal Efficacy of a Disinfectant for Use on Inanimate Environmental Surfaces
 EPA Guideline: 810.2200
 Performance Laboratory: Accuratus Lab Services
 Study No.: A19200
 Total Pages: 31
 Organism: *Influenza A Virus*, ATCC VR-544

Volume 4: Efficacy Data- MRID 49748403

Study Title: Standard Test Method for Efficacy of Sanitizers Recommended for
Inanimate Non-Food Contact Surfaces (Modification for Spray Product Application)
EPA Guideline: 810.2300
Performance Laboratory: Accuratus Lab Services
Study No.: A19203
Total Pages: 38
Organism: *Enterobacter aerogenes* (ATCC 13048); *Staphylococcus aureus* (ATCC
6538)

Signature:

A handwritten signature in black ink, appearing to read "Jennifer DeCarlo", written over a horizontal line.

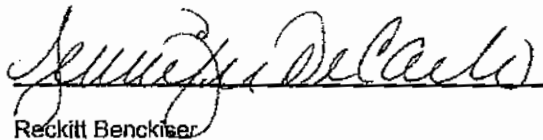
Company Name:
Company Contact:
Email:
Phone:
FAX:

Reckitt Benckiser
Jennifer DeCarlo
Jennifer.DeCarlo@rb.com
973-404-2995

Volume 4: Efficacy Data- MRID 49748403

Study Title: Standard Test Method for Efficacy of Sanitizers Recommended for
Inanimate Non-Food Contact Surfaces (Modification for Spray Product Application)
EPA Guideline: 810.2300
Performance Laboratory: Accuratus Lab Services
Study No.: A19203
Total Pages: 38
Organism: *Enterobacter aerogenes* (ATCC 13048); *Stephylococcus aureus* (ATCC
6538)

Signature:



Company Name:
Company Contact:
Email:
Phone:
FAX:

Reckitt Benckiser
Jennifer DeCarlo
Jennifer.DeCarlo@rb.com
973-404-2995

TRANSMITTAL DOCUMENT

1. Name and Address of Submitter:

Reckitt Benckiser Inc.
 Morris Corporate Center IV
 399 Interpace Parkway
 Parsippany, NJ 07054-0225

2. Regulatory Action in Support of Which This Package Is Being Submitted:

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 PRIA Fee Category: A570 / PRIA Fee: \$3,831

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Study Title: AOAC Germicidal Spray Method
 EPA Guideline: 810.2200
 Performance Laboratory: Accuratus Lab Services
 Study No.: A19238
 Total Pages: 38
 Organism: *Salmonella enterica*, ATCC 10708; *Staphylococcus aureus*, ATCC 6538

Volume 3: Efficacy Data- MRID 49748402

Study Title: Virucidal Efficacy of a Disinfectant for Use on Inanimate Environmental Surfaces
 EPA Guideline: 810.2200
 Performance Laboratory: Accuratus Lab Services
 Study No.: A19200
 Total Pages: 31
 Organism: *Influenza A Virus*, ATCC VR-544

Memorandum**E-SUBMISSION**Date: 11/13/15To: PM 34, Regulatory Manager

From: Information Services Branch, ITRMD

Your receipt of this data submission is not an indication that MRIDs for the enclosed studies have been posted to OPPIN.

We expect that it will be approximately 5 days from the above date before the study-level data is available in OPPIN.

If you have any questions about this process, please contact Teresa Downs (305-5363).

This is a: ☒ fully accepted submission
☐ partially accepted submission
☐ rejected submission

Material Sent for Data Extraction

REG # 777-101

Description: Notification

Material (s) Sent to Data Extraction Contractors

- ☒ New Stamped label Dated: 9/16/14
- ☐ Notification Dated:
- ☐ New CSF(s) Dated:
- ☐ Other:

Decision #:

494087

Other Action/Comments:

Reviewer: Jose Gayoso

Phone: 347-8652

Division: AD

Date: 10/23/14

Attach this coversheet to the top of the material or jacket. It must be well organized and clipped together, NOT STAPLED. Then give the material with this coversheet to staff in the Information Services Center (Room S-4900).



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

SEP 16 2014

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Amanda Landolt
Regulatory Operations Lead
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054

SUBJECT: **ADP 10106**
EPA Registration Number: 777-101
Application Dated: August 21, 2014
Receipt Date: August 21, 2014

Dear Ms. Landolt:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

Proposed Notification:

- Amend label by updating company logo and name.

General Comment:

Based on a review of the submitted information, this notification is acceptable and will be made part of the record for this file.

Should you have any questions or comments concerning this letter, you may contact me by telephone at (703) 347-8652 or by e-mail at gayoso.jose@epa.gov or Jacqueline Hardy by telephone at (703) 308-6416 or by e-mail at hardy.jacqueline@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Gayoso", is written over a horizontal line.

Jose Gayoso
Registration Risk Manager
Regulatory Management Branch II
Antimicrobials Division (7510P)

<< Front Panel >>

ACTIVE INGREDIENTS:

Triethylene Glycol	5.40%
Alkyl (50% C ₁₄ , 40% C ₁₂ , 10% C ₁₆)	
dimethyl benzyl ammonium saccharinate	0.05%
OTHER INGREDIENTS:	94.55%
TOTAL:	100.00%

NOTIFICATION
Date Reviewed: 7/16/14
Reviewed By: J.G.

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back (side) panel for additional precautionary statements.

NET WT.: 0.5 OZ. (14 g)
1.0 OZ. (28 g)
1.5 OZ. (42 g)
7.0 OZ. (198 g)
7.4 OZ. (209 g)
8 OZ. (226 g)
9 OZ. (255 g)
10 OZ. (283 g)
12 OZ. (340 g)
15 OZ. (425 g)
16 OZ. (454g)
18 OZ. (1 LB. 2 OZ.) (510 g)
19 OZ. (1LB. 3 OZ.) (538 g)
Total: 20 OZ. (1 LB. 4 OZ.) 566 g

<< Front or Back Panel >>

EPA Reg. No.: 777-101
EPA Est. No.: 777-NJ -2
13891-IN-001
61203-MA-001

See bottom or side (for Lot/Date code)

Federal regulations prohibit CFC propellants in aerosols.

Graphic Symbol (Contains no CFCs or other ozone depleting substances)

<< Back Panel >>

Questions? (symbol of telephone) (1-800-228-4722)

For ingredient (and other) information, (www.rbnainfo.com)

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)

Made in {insert country} © RB {insert year}

<< Back Panel – Optional text >>

Steel Recycling Symbol

Please recycle when empty



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb)

Important facts (about this product):

This can is made from an average of (xx)% recycled steel (xx% post-consumer).

Important: For directions for use and first aid instructions in Spanish, please call {insert phone number}

Encourage your local authorities to establish a program to recycle this (can) (container).

(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>

(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>

(Licensed under) U.S. Patent Number 6,610,648 << Givaudan formula >>

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, [optional text], [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

Disinfects, deodorizes with new fresh, clean fragrance	New and Improved (Technology) (formula)	(New) (Patented) (Technology) (formula)
New	New Fragrance	New Scent
(New) Advanced Odor Control (Formula) (Technology)	(New) Improved Odor (Elimination) (Eliminator) (Technology)	New Size
(New) Advanced Odor (Elimination) (Eliminator) (Technology)	(New) Improved Technology	(New) Ultimate Odor Eliminator
New (Advanced) (Patented) Technology	New {insert fragrance name} (scent)	

<< Product Descriptors >>

2 in 1	Disinfectant	Mildewcide
Absolutely Fresh	Disinfectant Spray	Multi-Purpose
Air + Surface	Disinfects	Multi-Room
Air and Surface Sanitizer	Double Action	Multi-Surface
Air Sanitizer	Dual Action	Odor Eliminator
Air Sanitizer & Surface Disinfectant	Dual Purpose	Odor Remover
Air Treatment	Duo	Odor Destroyer
All in One	Finishing Touch	Odor Buster
All Over Freshness	Fresh Air	Odor Sweeper
Antibacterial Action	Freshness Enhancer	Sanitizer
Antibacterial Spray	Fungicidal	Sanitizing Spray
Bactericidal	Fungistat	Twin
Bactericide	Mildewcidal	Universally Fresh
Clean & Fresh (Scent)		

<< Fragrance Descriptors >>

Blissful Escape Scent	Marine Coral Scent	Summer Sunset Scent
Calming Tides Scent	MORNING DEW Scent	Sundrenched Garden Scent
Citrus Scent	Morning Linen Scent	Sun-Kissed Linen Scent
Coral & Ocean Breeze Scent	Moonlight Dream Scent	Sunny Fields Scent
Coral Summer Scent	Ocean Escape Scent	Sunset Calm Scent
Crisp Linen Scent	Pacific Mist Scent	Sun Sparkle Scent
Fragrance Free	Pure Shores Scent	Warmth & Light Scent
Fresh Laundry Scent	Pure Zen Scent	WHITE BLOSSOM Scent
Fresh Scent	Shimmering Sunrise Scent	Wind Blown Sheets Scent
Ginger & Green Tea Scent	Soothing Chai Scent	Zen Calm Scent
Herbal Renewal Scent	SPARKLING WATERS Scent	Zen Escape Scent
Lavender Mist (Scent)	Summer Coral Scent	

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "x" is a place holder for a number between 1 to 99.

<< Packaging Claims >>

Better Value	Limited Time (offer) (value) (bonus) (pack)	Travel Pack
Big	Multi-Pack	Travel Size
Bonus Pack	Mega Value Pack	Trial Size
<u>Buy X Get X Free</u>		
Club Pack	Mega Value Size	Value-Pack
Club Size	Personal Size	Value Size
Convenient Size	Purse Size	60% (Bonus) (More) (Free)
Discreet Size	Save Money By Buying Our Convenient Club Pack Size!	Up to 100 uses per can
Economy Size	Special Pack	X% (Bonus) (More) (Free)
16 oz. for the price of 10 oz.	60% (more for) free	60% bonus
16 oz. at the price of 10 oz.	6 oz. (more for) free	6 oz. bonus

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Fragrance Related Claims >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).

Complete Freshness

Destroy odors

For a (fresher) home

For (exceptional) (extraordinary) freshness

For freshness that lasts

(For) Long lasting freshness

(For) ultimate freshness

Fresh air

Freshness lasts

Remarkable Freshness

(Simply) Air so clean you can smell the freshness

(Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)

(This product) Leaves (behind) a (fresh) (light) (clean) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)

(This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance

(This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)

(This product) Leaves (no odors behind) (an odor free room)

(This product) lets you open your door to a clean and fresh smelling home.

(This product) Makes your home a fresher place to be.

Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home)

(Use this product for) Ultimate Freshness

<< Brand Claims >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors caused by bacteria in the air) (odors caused by airborne bacteria)

Because it's from (the makers of) Lysol, you can trust it (to temporarily reduce airborne bacteria) (to temporarily reduce bacteria in the air).

Helps protect your family from odor causing bacteria (with this product)

(Life Stinks:) (Neutra Air) (your odors) (it)

(This product) (is) from the makers of Lysol (brand products)

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, { optional text }, [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product brand name. To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria, virus, fungus & mold. The term "X" is a place holder for a number between 1 to 99.

<< **Formulation Claims** >>

Our Best Ever (formula) (Technology)

(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them (and effectively make them odorless.)

This product contains (patented technology) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)

(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< **Use Site Claims** >>

Great for bathrooms!

(This product) can be used {insert USE SITES from list on page 10}

Use (this product) to temporarily reduce (the number of) (odor-causing bacteria) in your {insert USE SITES from list on page 11}

Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert USE SITES from list on page 11}

Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

<< **Odor Removing Claims** >>

3 in 1 – odor elimination (air sanitization) (surface disinfection)

Cleans (cleanses) (your air of odors) (the air you breathe)

Clean the air with (this product)

Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness) (and in the air)

Eliminate (removes) (controls) (destroys) bacterial odors (in the air)

Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria (in the air)

Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on page 10} (caused by odor-causing bacteria)

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on page 11} unlike air fresheners (that) (which) only mask odors (temporarily).

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around) (such as) {insert ODORS from list on page 11}. {insert list of ROOMS from the USE SITES list on page 11}

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily.

Eliminate tough odors such as bathroom odors, pet odors, smoke and food odors

Eradicate odors.

Get odors out with (this product)

Kills (99.9%) of odor-causing bacteria

Kills (99.9% of) (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)

Kills (eliminates) (reduces) (controls) {list of ODORS from list on page 11} (odors) (caused by) (airborne) odor-causing bacteria.

Leaves no odors behind

(This product) (...) air so clean you can smell the freshness

Odor (eliminator) (elimination)

Odor fighter

Solve odor problems at the source (with this product)

Targets odor causing bacteria for long lasting freshness

(This product) cleans the air we breathe

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This products) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)

(This product) eliminates odors by (removing) (killing) (controlling) odor causing bacteria (in the air)

(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.

(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) {insert ODORS from list on page 11}

Ultimate odor eliminator

Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors

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Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness
Unlike air fresheners, which only mask odors temporarily, (this product) eliminates {insert ODORS from list on page 11}.
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list on page 11}
(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
Works to eliminates odors.

<< Bacterial Claims >>

Clean(s) (cleanse) your air of bacteria and their (bad) (odors) (smells) (stinks)
Keeps odors away by (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.
Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria in the air.
(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors)
(This product) (controls) (kills) (eliminates) (destroys) odor-causing airborne bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) airborne odor-causing bacteria (and eliminates their odors).
(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria
(This product) (kills) (destroys) (controls) (reduces) (eliminates) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (controls) (destroys) (eliminates) (reduces) (Removes) odor causing airborne bacteria (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria in the air (and eliminates their odors)
(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria in the air – unlike air fresheners, which only mask odors.
(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on page 11} (in the air)
(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list on page 11}
(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on page 11}

<< Air Sanitizing Claims >>

It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria) (airborne bacteria)
(This product) (Cleans) (Sanitizes) the air (you breathe) (from odor-causing bacteria)
(This product) (Cleans) (Sanitizes) the air by temporarily (reducing) (removing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)
(This product) refreshes the air
Sanitizes the air (you breathe) (in your home)

<< Temporarily Action Claims >>

Temporarily reduces odor-causing (airborne) bacteria in the air
(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in virtually any room (to leave your home smelling clean and fresh)
(This product) (Helps) (temporarily reduce) the number of airborne odor-causing bacteria (in any room) {insert ROOM from USE SITES list on page 11}
(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants
(This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (airborne bacteria) (odor-causing bacteria in the air) (odor causing bacteria in the air)

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(This product) temporarily (reduces) (Removes) (Sweeps away) odor causing bacteria from) (insert ODORS from list on page 11)

(Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying odors) (temporarily reducing) (odors) (temporarily reducing airborne odor-causing bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

<< Front or Back Panel – Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< Sanitizing – Hard non-porous, non-food contact surface claims >>

(front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in (insert USE SITES from list on page 11))

Fast Acting (Sanitizer)

Great for use as a non-food contact surface sanitizer in (insert USE SITES from list on page 11).

Kills (Destroys) (Eliminates) 99.9% of bacteria*** on hard, non-porous surfaces

Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 5 minutes.***

Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 5 minutes.***

Kills (99.9%) (of) (household) bacteria in (5 minutes) on hard, non-porous surfaces.***

Leaves (household) surfaces sanitized

(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria*** and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)

Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (5 minutes).

Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 5 minutes.

Sanitizer (Sanitizes)

5 minutes is all it takes to kill 99.9% of bacteria.***

(back panel qualifier)

***Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 5 minutes.

<< Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.

(Controls)(Kills) odor-causing (germs**) (bacteria*)

Controls kitchen odors caused by bacteria*.

Controls pet odors caused by (bacteria*) (fungi).

Controls the flu virus (on hard non-porous surfaces)

Deodorizes by killing (many) (bacteria*) (germs**) (fungi) that cause odors, (ordinary non-germicidal sprays can't do this)

Disinfection Control (Formula)

Disinfects (insert 'A – B' organisms from list on page 9) on hard non-porous surfaces.

Disinfects hard non-porous (food) (non-food) contact surfaces (in (insert USE SITES from list on page 11))

Disinfects ((insert USE SITES from list on page 10)) (and) ((insert USE SURFACES from list on page 11))

Disinfects and deodorizes by killing common (household) germs** and controlling their odors.

Disinfects (sanitizes) and deodorizes by killing common (household) bacteria* and controlling their odors.

Dries quick, kills (germs**) quick

Effective against (bacteria*) (fungi)(virus†)(germs**): (insert 'A – B' organisms from list on page 10)

Eliminate odors at the source and in the air

Eliminates odors at their source

Eliminates (germs**) (and) (odors) on hard non porous surfaces that you come into contact with everyday.

Eliminates (removes) odors (caused by) (bacteria*)(germs**) (mildew)

Eliminates (Removes) (bacteria*) (fungi*) (viruses†) (germs**) from (insert USE SURFACES from list on page 11)

Fights germs and odors

Fights the Flu Virus (on hard non-porous surfaces)

Flu Virus Control (on hard non-porous surfaces)

(For use in) (homes) (as a) (disinfectant)

Gets rid of odors by killing the germs** (that cause them)

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Gets to the heart of odors
Great for spot disinfection – target performance
Helps prevent the build-up of odors by killing odor-causing bacteria* (on hard non-porous food contact surfaces)
Keeps (controlling) (killing) odor-causing germs (bacteria*).
Keeps (eliminating)(controlling)(killing) odor-causing germs**.
Keeps on (controlling) (killing)odor causing germs**.
Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs**) that cause odor.
Kills (disinfects) against {insert 'A – B– C' organism from list on page 9}
Kills 99.9% of germs** and odor causing bacteria
Kills 99.9% of germs** and odor causing bacteria so odors do not come back
Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)
Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source
Kills germs**, helps your house (home) smell cleaner
Kills germs** (whenever) (where-ever) you need it
Kills (household) (kitchen) germs**
Kills Influenza A (Flu virus)
Kills (kitchen)(household)(bathroom)(germs**)(bacteria*)(fungi)
Kills more than 99.9% of bacteria* and viruses†
Kills (most) Household germs**
Kills the (Influenza) (flu) virus
Kills (the following) (household) (kitchen) (germs**)(bacteria)(viruses†)(fungi): {insert 'A – B– C' organisms from list on page 9} (in 10 minutes)
Kills (bacteria*)(germs**)
Prevents the growth of mold and mildew (on) (in) {insert USE SURFACES from list on page 11} {insert USE SITES from list on page 11}
On hard, non-porous, non-food contact surfaces this product kills the following (bacteria*)(virus†)(fungi)(germs**): {insert 'A – B' organisms from list on page 10}
Starts to kill on contact
Surface Disinfectant
(This product) (controls) (kills) the (germs**), (bacteria*) that cause unpleasant odors (at the source).
(This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
(This product) (disinfects) (and) (sanitizes) the following surfaces {insert use surface from list on page 11}
(This product) (disinfects) (and) (sanitizes) (in) (the following areas) {insert USE SITES from list on page 11}
(This product) (eliminates) (kills) germs** on surfaces and (removes) odors in the air
(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.
(This product) kills {insert 'A – B' organisms from list on page 9} (in 10 minutes)
(This product) kills the germs** that cause (bad) odors
(This product) kills bacteria* on environmental surfaces in your home and in public places.
(This product) kills (the following virus) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes)
(This product) prevents odors at their source caused by (germs**), (bacteria*)
Treats, does not cover up
Use this product (in) (under) (around) (on) {insert use site from list on page 11}
Use this product (on) {insert USE SURFACES from list on page 11}

Kills 99.9% of (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 11}
Kills 99.9% of germs** and odor causing bacteria* (on hard surfaces)
Kills 99.9% of odor causing (bacteria*) (germs**) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 11}
(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)

**(This product) kills 99.9% of (Staphylococcus aureus) (Salmonella enterica) (Pseudomonas fluorescens) (Escherichia coli) (Escherichia coli O157:H7) (Proteus mirabilis) and (Influenza A) (Candida albicans) on hard, non-porous surfaces in 10 minutes

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against

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(Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

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<< Back Panel - Use directions **IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable** >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for air sanitization>>

(For Air Sanitization) (To Sanitize the Air): Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Preclean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 5 minutes and allow to air dry.

To Disinfect: Let stand for ten (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous Surfaces): Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< Advisory Statements >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics.

Does not harm most (bathroom) (restroom) surfaces.

For other surfaces, spot test in an inconspicuous area.

Do not use on utensils, glasses and dishes.

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<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

- << A. 10-min Disinfection against Bacteria >> (Methicillin Resistant) *Staphylococcus aureus* (Staph) (MRSA) (ATCC # 33592)
Staphylococcus aureus (Staph) (ATCC # 6538)
Salmonella enterica (Salmonella) (ATCC # 10708)
Pseudomonas fluorescens (ATCC # 6972)
Escherichia coli (E. coli) (O157:H7) (ATCC # 43888)
Proteus mirabilis (ATCC # 25933)
- << B. 10 Min. Disinfection against Virus >> Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong)
- << C. 10 Min. Disinfection against Fungi >> *Candida albicans* (ATCC # 10231)
- << D. Fungistatic against Fungi >> *Aspergillus niger* (mold & mildew) (ATCC # 6275)
- << E. *** 5 minute Sanitization against Bacteria >> *Enterobacter aerogenes* (ATCC # 13048)
Staphylococcus aureus (*Staphylococcus*) (ATCC # 6538)

Symbol Designation – used on product labels:

Single asterisk (*)	bacteria*	used for identifying disinfection against specific bacteria
Dagger (†)	viruses†	used for identifying disinfection against specific viruses.
Double asterisk(**)	germs**	used for identifying disinfection against specific bacteria and virus and fungi.
Triple asterisk (***)	sanitizes***	used for claims of sanitization

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<< Back Panel >>

<< Surface / Use Site / Odors - May be listed on product label in plural form >>

Surfaces: (Graphic – depicting surface)

Bathroom surfaces	Door Knob (handle)	Marble (Synthetic)	Sealed Granite
Bed Frame	Dressing carts	Marlite	Shower (Stall) (Area)
Bed Springs	Drinking Fountains	Metal [^]	Shower (curtain)(plastic)(liner)
Bidet	Enamel	Metal Blinds	Sinks (basin)
Brass	Faucets	Microwave (oven) exteriors	sealed Slate
Cat litter boxes	Fixtures	Mirror	Sports equipment
Cement	garbage (cans) (pails)	No wax floors	Stainless Steel [^]
Chrome [^]	Glass	(non-wood) Cabinets	Table (tabletops)
clean-up carts	Glass-topped Furniture	Non-wood) chairs	glazed Terra Cotta
sealed Concrete	Glazed ceramic tile	(non-wood) Highchair	Tin
Copper	Glazed Porcelain	(non-wood) (Kitchen)	Telephones
Counter (Countertop)	sealed Grout	(Non-wood) Outdoor	Toilet (Seats) (areas)
Crystal	Hard non-porous surfaces	(patio) Furniture	(Toilet) (Urinal) Exteriors
Cuspidors	(Household) tools	Plastic (mattress covers)	Under sinks
Desk	Laminate (surfaces)	Porcelain (tile)	Vinyl (tile)
(Diaper) changing	Lamps	Portable Toilet	Washable Wall
(Counters) (tables)	Linen carts	Recycling bins	Wheelchairs
Diaper Pails	Marble (Cultured)	Refrigerators (exteriors)	Windows (windowsills)
Dish Pails	Marble (Synthetic)	(Resilient)(ceramic)Floor	

[^]Non-Medical or Fixtures

Use Sites: (Graphic – depicting use site)

All around the (house) (home)(office)	Car	(Home) Workshop	Pet (sleeping) (areas)
Attic	Closets	Kid's room	Playroom
Automobile	(damp) Storage Area / Room	Kitchen	Sunroom
Baby's room	Den / Study	Laundry Room	Supermarket (grocery store)
(musty) Basement	Dining Room	litter box(es)	Tool Shed
Bathroom	Dorm	Living Room	Vacation home
Bedroom	Family Room	lockers	Vehicles
Boat	Garage	Mobile Home	Virtually any area of the (home) (office)
Camper	Home / House	Mud Room	
	Home office	Nursery	

ODORS

bacterial (odors)	garbage (can) (pail) (odors)	non-bacterial (odors)
basement (odors)	kitchen (odors)	pet (sleeping area) (odors)
bathroom (odors)	(family) (pet) (dog) (cat) (odors)	sick room (odors)
cat litter (odors)	food (odors)	smell(y) (odors)
cigar (smoke) (odors)	laundry (room) (basket) (odors)	smoke (odors)
cigarette (smoke) (odors)	litter box (odors)	stink(y) (odors)
cooking (odors)	mildew (odors)	tobacco (smoke) (odors)
(dirty) diaper (pail) (odors)	mold (odors)	toilet (odors)

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<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Do not spray directly in eyes.

FIRST AID	
If in eyes:	<ul style="list-style-type: none">Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722. Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Storage and Disposal language >>

STORAGE AND DISPOSAL:

PESTICIDE STORAGE: Do Not Puncture or Incinerate! Store in original container in areas inaccessible to small children.

PESTICIDE AND CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

<< Optional Fruit Graphic Images >>



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August 21, 2014

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Antimicrobials Division (7510P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Ms. Jacqueline Hardy, PM-34

Reference: Notification
Product Name: ADP 10106
EPA Registration Number: 777-101

Dear Ms. Hardy:

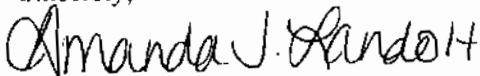
Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to update Reckitt Benckiser's company logo and name to registration 777-101. Please note that this cover letter is being resubmitted to address the Agency's request on August 21, 2014. RB is conceding to taking the claims off of the current approved master label dated November 27, 2012. RB reserves the right to have a discussion at a later date.

In order to support this notification, the following documentation is included:

- Red-lined version of the Master Label
- Clean copy of the Master Label

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2647 or via email at NARegulatory.Household@rb.com. Thank you for your assistance with this registration action.

Sincerely,



Amanda Landolt
Regulatory Operations Lead
Reckitt Benckiser

Encl.

July 23, 2014

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Antimicrobials Division (7510P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Ms. Jacqueline Hardy, PM-34

Reference: Notification
Product Name: ADP 10106
EPA Registration Number: 777-101

Dear Ms. Noble:

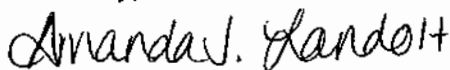
Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to update Reckitt Benckiser's company logo and name. This change is red-lined on page one of the master label.

In order to support this notification, the following documentation is included:

- EPA Form 8570-1
- Red-lined version of the Master Label, 2 copies
- Clean copy of the Master Label

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2647 or via email at NARegulatory.Household@rb.com. Thank you for your assistance with this registration action.

Sincerely,



Amanda Landolt
Regulatory Operations Lead
Reckitt Benckiser

Encl.

S: 955417

Milestone Email:

Regulatory Type: Product Registration - Section 3

Application Type: Notification

Fee For Service: Yes ☐ No ☒

Print Letter

Enter More Information

Tracking

Company: 777 RECKITT BENCKISER LLC.

V

Risk Manager: Antimicrobials Division, Risk Management Team 34

Product #: 777-101 Product Name: ADP 10106

Me Too
Section3:

Me Too Product
Name:

Application Date: 23-Jul-2014



OPP Rec'd Date: 24-Jul-2014



Front End Date: 24-Jul-2014



Risk Manager Send Date: 24-Jul-2014



FFS Due Date:

Negotiated Due Date:

OPP Target Date:

Receipt Content

Des

Paper Label

View/Edit

Receipt Description:

NOTIFICATION

532

9/20/14

**EPA**

United States
Environmental Protection Agency
Washington, DC 20460

- ☐ Registration
☐ Amendment
☒ Other

OPP Identifier
Number

Application for Pesticide - Section I

1. Company/Product Number 777-101	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ADP10106	PM# # 34	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

- ☐ Amendment - Explain below. ☐ Final printed labels in response to Agency letter dated _____
☐ Resubmission in response to Agency letter dated _____ ☐ "Me Too" Application
☐ Notification - Explain below. ☒ Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification in accordance to PR Notice 98-10, Section II .A. to update Reckitt Benckiser's company logo and name. This change is highlighted in red on page 1 of the Master Label.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt. No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. No. per container	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
*Certification must be submitted (on file)			
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container various	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Other _____ <input type="checkbox"/> Stenciled			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)

Name Amanda Landolt	Title Regulatory Operations Lead	Telephone No. (Include Area Code) 973-404-2647
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature: <i>Amanda J. Landolt</i>	3. Title: Regulatory Operations Lead	
4. Typed Name: Amanda Landolt	5. Date: July 23, 2014	